



The TRINITY TRIPOD *Hartford, CT*

Fall 2017 Rate Card

On behalf of our entire staff, welcome to the *Trinity Tripod* community. Trinity College is a selective, private, liberal-arts college of 2,400 students located in Hartford, Conn. Since 1904, the *Tripod* has been a part of the greater Trinity College community with print issues distributed to students, faculty, staff, and alumni. We look forward to working with you to introduce your business or organization to the Trinity College community.

The rates for the current semester, **Fall 2017**, are printed below:

Dimensions (in inches, width x height)	Standard Rate	Non-Profit Discount Rate	Hartford County Rate	Hartford County, Non-Profit	Trinity College Department	Trinity College Student Org.
Full Page (10.25x15)	\$150	\$100	\$100	\$75	\$75	\$50
Half Page (10.25x7.5)	\$75	\$60	\$60	\$40	\$40	\$30
Quarter Page (4x7.5)	\$30	\$25	\$25	\$20	\$20	\$15
Eighth Page (4x3.75)	\$15	\$12.50	\$12.50	\$10	\$10	\$10
Other sizes, per column inch	\$2	\$1.75	\$1.75	\$1.50	\$1.50	\$1.25

Discounts:

Advertisers who commit to placing multiple ads in the *Tripod* over the course of the semester will receive discounts, as follows:

- Buy 3 ads: 5% off
- Buy 5 ads: 10% off
- Buy 10 ads: 15% off

Local business who offer discounts or specials to Trinity students or other members of the Trinity College community may be eligible for an additional discount. Please contact Danielle Bibeault (danielle.bibeault@trincoll.edu), Business Manager, for details.

Color: Color advertisements may be printed, but will incur a surcharge. Please contact Danielle Bibeault, Business Manager, for more information.

The *Tripod* is published on Tuesdays during the academic year. The *Tripod* is not published during break periods or on the week following Thanksgiving. Advertising space should be reserved by 5 p.m. on Wednesday preceding publication, and ad copy submitted by noon on Friday preceding publication.

Issue Date	Reserve Ad Space By...	Submit Ad Copy By...
September 19	September 13	September 15
September 26	September 20	September 22
October 3	September 27	September 29
October 17	October 11	October 13
October 24	October 18	October 20
October 31	October 25	October 27
November 7	November 1	November 3
November 14	November 8	November 10
November 21 or 28	November 15	November 17
December 5	November 29	December 1
December 12	December 6	December 8

Advertising copy should be emailed as a digital attachment. To ensure the highest quality of publication, we request that you send us a TIF file (.tif) or Photoshop (.psd) in 300 dpi. The *Tripod* will print ads as they are submitted and is not responsible, or otherwise liable, for any mistakes in advertisements received. The editorial and business staff of *The Trinity Tripod* reserve the right to decline/remove any advertisement at any time and for any reason.

The *Tripod* will send you two tearsheets along with the invoice following publication. Payments may be made by check or money order payable to *The Trinity Tripod*. Payment terms are 30 days; late payments will incur a 10% fee.

By mail

The Trinity Tripod
 Trinity College
 300 Summit Street
 Box 702582
 Hartford, CT 06106

By email or Phone

tripod@trincoll.edu
860-297-2584

We look forward to working with you.