

MEDIA KIT 2011-12



THE PAUW WOW

2641 Kennedy Boulevard, Jersey City, NJ 07306

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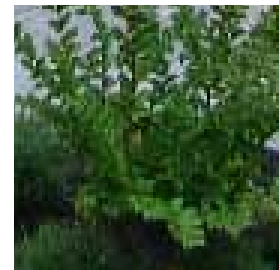
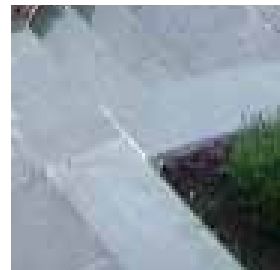
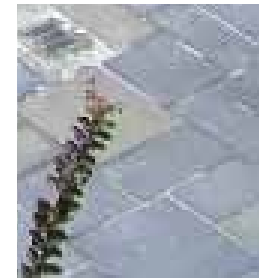
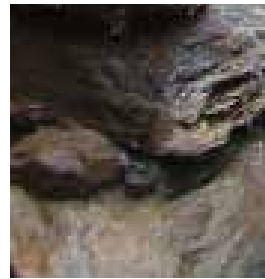
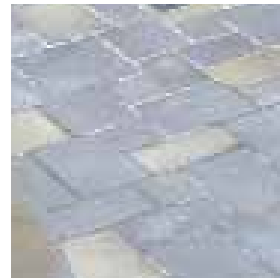
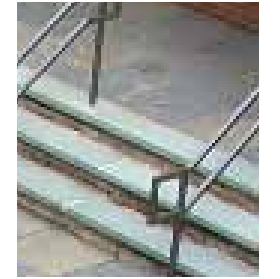
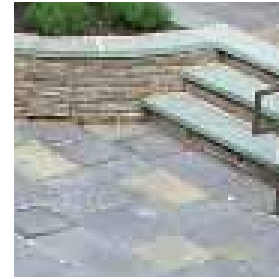
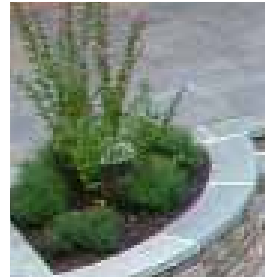
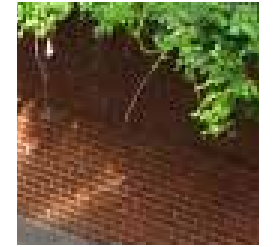
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ADVISOR



SCHEDULE

Fall 2011

Ad Submission Deadline		Publication Date
Issue 1	Sept. 15	Sept. 21
Issue 2	Sept. 28	Oct. 5
Issue 3	Oct. 12	Oct. 19
Issue 4	Oct. 26	Nov. 2
Issue 5	Nov. 9	Nov. 16
Issue 6	Nov. 30	Dec. 7

Spring 2012

Ad Submission Deadline		Publication Date
Issue 7	Jan. 25	Feb. 1
Issue 8	Feb. 8	Feb. 15
Issue 9	Feb. 22	Feb. 29
Issue 10	Mar. 14	Mar. 21
Issue 11	Mar. 28	Apr. 2
Issue 12	Apr. 11	Apr. 18
Issue 13	Apr. 25	May 2

THE PAUW WOW

SAINT PETER'S COLLEGE STUDENT NEWSPAPER SINCE 1933

Pauw Wow
c/o Managing Editor
2641 Kennedy Blvd.
Jersey City, NJ 07306
pauwwow@mail.spc.edu



Dear Local Business,

The Pauw Wow is a biweekly, student run news publication at Saint Peter's College in Jersey City, NJ. The campus wide community seeks out our newspaper for their most relevant and local news.

Your company lends itself to our college and we hope you advertise in this popular campus publication. Advertisers will receive wide-spread distribution, access to the key age demographic of 18-25, and various branding opportunities at bargain prices. This is your company's chance for increased customers and profits. We look forward for working with you.

Sincerely,

Managing Editor, The Pauw Wow

pauwwow@mail.spc.edu

THE PAUW WOW

SAINT PETER'S COLLEGE
STUDENT NEWSPAPER
SINCE 1933

Advertisement Rates

Printed Edition

	Width	Height	Price
Full	10"	11.5"	\$350
Two Thirds	7"	11.5"	\$300
Half Wide	10"	5.75"	\$275
Half Tall	5"	11.75"	\$275
Third Tall	3.25"	11.75"	\$250
Third Wide	10"	3.85"	\$250
Quarter	5"	5.57"	\$175
Eighth Tall	2.5"	5.5"	\$125
Eighth Wide	5"	2.75"	\$125



Online Edition

The advertisements will be shown on pauwwow.com for one day at the rate of \$5 per day. Please note that when a request is made, the dates for the advertisement must be provided.

For more information on these special Ad rates please contact the Managing Editor at: pauwwow@mail.spc.edu



PHOTOS BY MARTIN SIRAKOV



Guidelines

The Pauw Wow will not publish advertisements for competing universities offering the same programs as Saint Peter's College. The Pauw Wow refuses to publish advertisements with vulgar messages, or messages that conflict with college's mission. Please note our advertising guidelines, attached in this packet.

Association Rates

Contract rates are available to recognized retail associations for planned group programs. The volume classifications and rates for each participant in an association-sponsored program will be determined by the total inches by all participating members during the terms of the agreement. All members of the Saint Peter's College community receive association rates of 1/2 off general rates.

Publication

The Pauw Wow is published once every two weeks while classes are in session. One thousand copies are distributed free of charge throughout the Jersey City campus.

The Pauw Wow is also published online at www.pauwow.com.

Mechanical information

The Pauw Wow is printed in color and black and white on 11 3/8 inch high by 25 inch wide newsprint by RFM Printing and folded in half. The usable image area is 11.5 inches high and 10 inches wide. The page is divided into 5 columns, each 1 5/6 inches wide with 1/6 inch between columns.

All artwork must be submitted in PDF format, and is subject to size alterations to fit the purchased space. Advertisements without borders will have a 1 point border placed around them. Advertisements that are not the proper width to fit the column will be placed inside a box.

Advertisements that do not meet these mechanical requirements—or our printer's requirements—are subject to cancellation or modification.

Any advertisements that are purchased for the www.pauwow.com, is done so on a case-by-case basis. The advertisement may be subjected to change due to the size and availability.

Deadlines

Submissions must be placed by 12:00 noon seven days prior the publication date.

Cancellations

Ads must be cancelled by 2:00 P.M. four working days prior to publication to avoid incurring charges.

Submissions

The Pauw Wow accepts submissions via e-mail. All must be submitted in PDF format, saved as attachments. Submissions and inquiries must be sent to pauwow@mail.spc.edu. Indicate the size of the ad you are purchasing, placement preferences, and release date.

Discounts

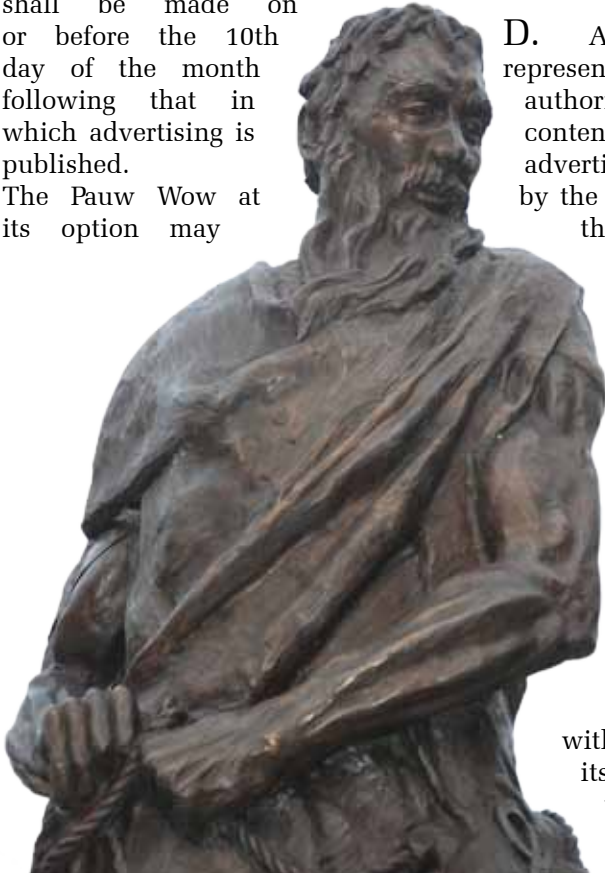
The Pauw Wow offers a discount for those not affiliated with the college, and this discount cannot be applied to any other discounts. Advertisers who purchase ads for each edition of the Pauw Wow can receive up to 15 percent off their total. The discount is issued case by case, and only with the approval of the Advertisement Manager. An ad must be submitted for each edition of the Pauw Wow, and follow the guidelines to receive the discount. Each semester, seven to eight editions are released depending on the academic calendar. Advertisers will be informed of the number of submissions needed by the deadline schedule, created each semester.

General Rate Policy

The following sets forth the terms and conditions under which advertisements may be published in the Pauw Wow by advertisers and/or, if applicable, an advertising agency.

A. The Pauw Wow reserves the right to revise its rates by providing notice 30 days in advance to Advertiser or by general issuance of a notification of such a change, such as by a rate sheet or rate change announcement.

B. Payment for advertising shall be made on or before the 10th day of the month following that in which advertising is published. The Pauw Wow at its option may



require cash with order or change payment terms. If payment is made by an agency, allowable commissions shall be deemed not earned and gross amount of the bill shall be paid in full.

C. Advertiser and Agency shall be jointly and severally liable for the payment of all bills and charges made. Advertiser authorizes the Pauw Wow, at its election, to tender any bill to Agency. Payment by Advertiser to Agency shall not discharge Advertiser's liability to the Pauw Wow. The rights of the Pauw Wow shall in no way be affected by any dispute or claim between Advertiser and Agency.

D. Advertiser and Agency represent and warrant that they are authorized to publish the entire contents and subject matter of the advertisements, and the publication by the Pauw Wow will not violate the personal or proprietary rights of any third party or any law or regulation. Advertiser and Agency will indemnify and hold the Pauw Wow harmless in any disputes or claims by third party.

E. Subject to the terms hereof, if advertising is submitted by an Agency, Agency represents that Advertiser has appointed Agency to be its authorized representative with appointed Agency to be its authorized representative with the understanding that, in accordance with trade usage, Agency may be

paid a commission. Advertiser shall have the right to revoke its agency at any time effective upon receipt by the Pauw Wow of notice in writing.

F. The Pauw Wow reserves the right, at its absolute discretion and at anytime, to reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. The rejection of a copy by the Pauw Wow, for any reason whatsoever, shall not be considered a breach of contract, but shall require Advertiser and/or Agency to supply new copy acceptable to the Pauw Wow.

G. The Pauw Wow, at its option, may terminate its relationship with Advertisers and/or Agency for the breach of any of the terms hereof, it being specifically understood without limitation that failure on the part of either Advertiser or Agency to pay each bill on or before its due date shall constitute a breach. If the Pauw Wow terminates its relationship with Advertiser and/or Agency, all charges incurred shall be immediately due and payable. Furthermore, in the event Advertiser or Agency breaches, the Pauw Wow may decide to exercise its right to (a) cancel its recognition of Agency thereby causing Agency to lose any claim to commissions for any future advertising placed with the Pauw Wow on behalf of Advertiser or any other client and/or (b) refuse to publish any or all of Advertiser's advertising.

H. If it becomes necessary to place with an attorney for collection of any claims for funds due under the

terms of this agreement, and then Advertiser and Agency agree to pay all reasonable court costs and attorney's fees incurred by the Pauw Wow.

I. Typographical errors by the Pauw Wow in published advertisements shall not constitute a breach of contract, but shall, if brought to the Pauw Wow's attention no later than five working days after it appears, entitle the Pauw Wow to reprint the advertisement in another issue free of charge.

J. The foregoing terms, as well as the terms contained elsewhere in this rate card and Advertiser's contract with the Pauw Wow, shall govern the relationship between the Pauw Wow and Advertiser and Agency.



Any questions please contact

Pauw Wow Managing Editor
St. Peter's College
Dinneen Hall, Room 231
2641 Kennedy Boulevard
Jersey City, NJ 07306
201-761-7378
pauwow@mail.spc.edu