2024-25 Course Catalog Advertising Rates
(Valid for Space Reserved by December 31, 2024)

<table>
<thead>
<tr>
<th>Ad Options (Full color)</th>
<th>Dimensions (width x height)</th>
<th>1x (Fall or Spring)</th>
<th>2x (Fall &amp; Spring)</th>
<th>3x (Fall &amp; Spring &amp; Summer*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (1/4&quot; bleed all sides)</td>
<td>7.5&quot; x 10&quot;</td>
<td>$900</td>
<td>$1,530</td>
<td>$1,890</td>
</tr>
<tr>
<td>1/2 Page (horizontal only; no bleed)</td>
<td>7.5&quot; x 4.75&quot;</td>
<td>$600</td>
<td>$1,020</td>
<td>$1,260</td>
</tr>
<tr>
<td>1/4 Page (vertical only; no bleed)</td>
<td>3.5&quot; x 4.75&quot;</td>
<td>$375</td>
<td>$637</td>
<td>$787</td>
</tr>
<tr>
<td>Business Card (no bleed)</td>
<td>3.5&quot; x 2&quot;</td>
<td>$150</td>
<td>$255</td>
<td>$315</td>
</tr>
</tbody>
</table>

Standard Placement
- Full Page (with bleed) 15% discount
- +.25" bleed all sides 30% discount
- ½ Page (horizontal only; no bleed) $600
- ¼ Page (vertical only; no bleed) $375
- Business Card (no bleed) $150

*Fall and Spring catalogs are printed and mailed and/or emailed according to member’s preference; Summer catalog is available digitally only.

Artwork Requirements
- Colors: 4/0; CMYK
- Black type and lines should be 100% black and not built of CMYK
- Build artwork to final trimmed size; for full page ads only, add bleed allowance of ¼” on all sides
- Images must be 300 dpi at final output size
- Depending on your production software, outline or embed fonts and/or flatten images
- Submit ad as a camera-ready PDF to osher@wm.edu

Key Dates (publication dates subject to change)
- Reserve space by: Summer 2024: April 1, Fall 2024: June 1, Spring 2025: October 1
- Artwork deadline: Summer 2024: April 15, Fall 2024: June 15, Spring 2025: October 15
- Catalog publishes: Summer 2024: ~May 15, Fall 2024: ~July 30, Spring 2025: ~December 15
- Semester runs: Summer 2024: June 3-28, Fall 2024: Sept 11 – Dec 15, Spring 2025: Jan 29 – May 17
Osher Institute at W&M  
2024-25 Catalog Advertising Agreement

Advertiser Name: _____________________________________________________________

Contact: ___________________________________________ Title: __________________________

Bill to: ______________________________________________________________________

City: __________________________________________________ ST: ______ Zip: _______________

Phone: ___________________________ Email: ____________________________

Ad Package

☐ Select Size & Frequency ☑

☐ 1x (Fall or Spring) ☐ 2x (Fall & Spring) ☐ 3x (Fall & Spring & Summer)

☐ Full Page $900 ☐ ½ Page (horizontal only) $600 ☐ ¼ Page $375 ☐ Business Card $150

15% discount  $1,530 $1,020 $637 $255

30% discount  $1,890 $1,260 $787 $315

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Ad Submission

☐ Use previous ad (current advertisers only) ☐ Will submit new ad for each insertion ☐ Will submit one ad to be used for all insertions

Advertising Policies

• Osher has sole discretion on ad placement/position
• Payment for the full contract term is due upon agreement signing
• Osher at W&M reserves the right, in its sole discretion, to decline any ad it deems unsuitable
• Osher at William & Mary is not responsible for errors caused by the printer

Contract Summary

☐ 1x ☐ 2x ☐ 3x  ☐ Full Page ☐ ½ Page ☐ ¼ Page ☐ Business Card ☐ Fall (print + digital) ☐ Spring (print + digital) ☐ Summer (digital only)

Total Due __________  Paid by ☐ Credit Card (call Osher office with card info) ☐ Check #________ (payable to William & Mary)

Acknowledgment

By signing and dating below, I acknowledge the terms and conditions of this advertising agreement, which becomes effective when payment in full is received at the Osher Institute at William & Mary office.

Signature ___________________________________________ Date ____________