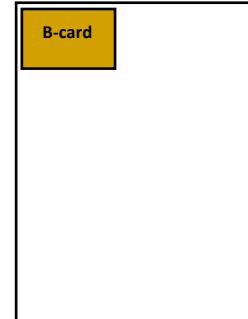
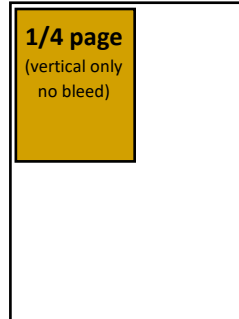
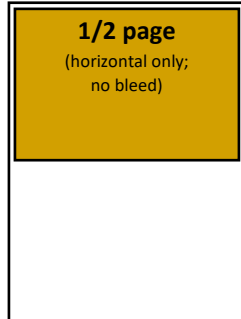
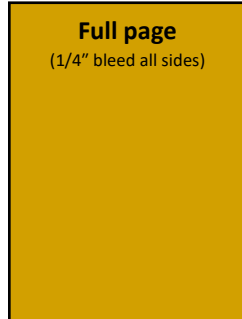




2024-25 Course Catalog Advertising Rates

(Valid for Space Reserved by December 31, 2024)



Ad Options (Full color)

Dimensions (width x height)

1x (Fall or Spring)

2x (Fall & Spring)

3x (Fall & Spring & Summer*)

Standard Placement

	Dimensions	1x	2x	3x
Full Page (with bleed)	7.5" x 10" + .25" bleed all sides	\$900	15% discount \$1,530	30% discount \$1,890
1/2 Page (horizontal only; no bleed)	7.5" x 4.75"	\$600	\$1,020	\$1,260
1/4 Page (vertical only; no bleed)	3.5" x 4.75"	\$375	\$637	\$787
Business Card (no bleed)	3.5" x 2"	\$150	\$255	\$315

*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 1/4" 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)

	Summer 2024	Fall 2024	Spring 2025
Reserve space by	April 1	June 1	October 1
Artwork deadline	April 15	June 15	October 15
Catalog publishes	~May 15	~July 30	~December 15
Semester runs	June 3-28	Sept 11 – Dec 15	Jan 29 – May 17

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)

Standard		15% discount	30% discount
<input type="checkbox"/> Full Page	\$900	\$1,530	\$1,890
<input type="checkbox"/> ½ Page (horizontal only)	\$600	\$1,020	\$1,260
<input type="checkbox"/> ¼ Page	\$375	\$637	\$787
<input type="checkbox"/> Business Card	\$150	\$255	\$315

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

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

Frequency 1x 2x 3x Total Due _____ Paid by Credit Card Check # _____
 (call Osher office with card info) (payable to William & Mary)

Size
 STANDARD: Full ½ ¼ B-card

Ad Flight Fall (print + digital) Spring (print + digital) Summer (digital only)

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