

# THE STUTE®

THE OFFICIAL STUDENT PUBLICATION OF STEVENS INSTITUTE OF TECHNOLOGY  
HOBOKEN, NEW JERSEY



Stevens Community Media Packet  
Fall 2006/Spring 2007

(effective 8/1/2006)

# Policies for Stevens Community

## HOW TO SUBMIT AN AD

The deadline for submitting an ad for the following Friday's paper is TUESDAY before 6 p.m.

Submit ads exactly as you wish them to appear. The Stute reserves the right to omit any ads for any reason.

### **File Format & Style Notice**

Effective August 25, 2006, The Stute will no longer print free advertisements that do not meet the format and style found on the Submission Guidelines Page.

*Free Advertisements are subject to disproportionate resizing. If this is an issue, please consider purchasing ad space at the Stevens Student Rate of \$3/column-inch.*

### **Electronic Submissions**

#### *Email*

Make sure to include contact info and specify issue(s) for which the ad should run.

#### *Fax*

The Stute no longer accepts campus-based ads via fax. If this is a problem for you, please contact one of us and we'll be happy to make alternate arrangements for submissions.

### **Hard-copy Submissions**

*The Stute no longer accepts campus-based ads via hard-copy submission. Please submit your advertisement electronically.*

## SPACE ALLOTMENTS AND LIMITATIONS

The Stute has limited ad space in the paper, free ad space will be divided among all qualifying organizations that week.

All ads are subject to resizing or elimination based on available space or at the discretion of the stute.

Ad space is given on a first come first serve basis and ads not following the submission guidelines will not be considered for publication.

Additional space can be purchased at the student rate of \$3 per column inch for display ads.

## INTELLECTUAL PROPERTY USAGE

Photographs appearing in *The Stute*<sup>®</sup> are the property of the photographer. The Stute cannot distribute the photos. If you wish to use these photos, please contact the photographer.

# Policies for Stevens Community

## CONTENT REQUIREMENTS

In order to benefit from this policy, ads must be about an RSO, Administrative Department, or Greek organization, such as:

- promoting an event  
ex: Come to the Talent Show this Thursday in Pierce
- recruiting students  
ex: JOIN THE STUTE
- posting meeting times  
ex: The Stute staff meets every Wed on the 2<sup>nd</sup> floor of Jacobus

The following are not acceptable:

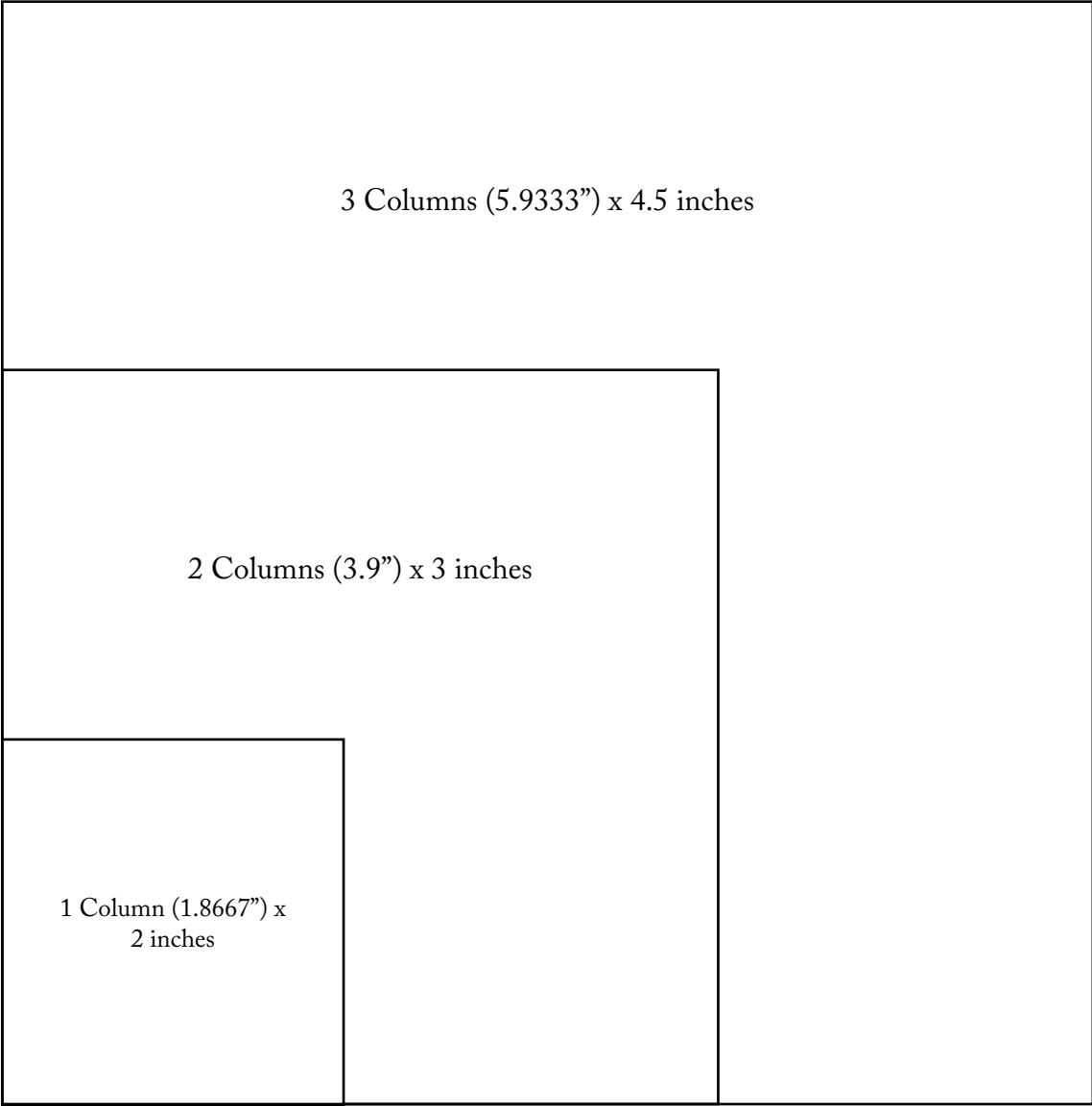
- bashing of other organizations/persons  
ex: Joe Smith smells; ex: The Stute sucks
- discouraging students from joining/participating in other campus groups  
ex: Don't rush Gamma Gamma Gamma
- discouraging students from attending events sponsored by other campus groups  
ex: don't go to the Stute Talent Show
- personal announcements  
ex: Happy 21<sup>st</sup> Birthday Joe Smith  
Ads of this nature can be printed by a student at the going student rate.
- anything we deem inappropriate, including pictures, text, and overall message

**\*\*Note:** Greek organizations must adhere to all applicable recruiting policies. The Stute does not bear the responsibility of knowing rush policies nor of monitoring fraternities/sororities as to their use of space in conjunction with rules set outside of the Stute.

## CONTACT INFORMATION

For any questions/comments/concerns, feel free to contact us at any time. Email us at [stuteads@stevens.edu](mailto:stuteads@stevens.edu).

# Display Ad Sizes



**LARGER COLUMN WIDTHS:**

- 4 Columns: 8¼ inches wide
- 5 Columns: 10 inches wide
- Full Page: 5 columns x 16 inches

Unfortunately we **DO NOT** have eighth or quarter page sizes. Ads must fit the nearest column and inch. The following are approximate equivalencies:

- Eighth-page: 2 columns x 4 inches
- Quarter-page: 3 columns x 7 inches

# Submission Guidelines

## ELECTRONIC SUBMISSIONS:

### **E-mail:**

Address your email to [stuteads@stevens.edu](mailto:stuteads@stevens.edu). Attach a copy of your advertisement and order information, including advertiser, contact person, phone number, a mailing address, the issue you wish the advertisement to run in, and the number of successive runs you want. Use the attached insertion order as reference.

**Advertisements may be submitted in the following file formats:**

GIF, JPEG, PDF, TIFF, AI, PSD

All graphics should have a resolution of 300 dpi or higher.

### **Fax:**

Send your advertisement to (801) 653-7340. Include a completed insertion order which can be found on the last page of this packet.

## HARD COPY SUBMISSIONS:

### **Mail:**

Send to our mailing address in a cardboard reinforced envelope. Include a completed order form which can be found on the last page.

**DO NOT FOLD ADS.**

### **In Person:**

Call us (contact information available on following pages) to make an appointment. Our office is located in Jacobus Hall, 2nd floor, on the Stevens Campus in Hoboken, NJ.

**All Ad material is due by 6 p.m. on the Tuesday before publication.**

# Contact Information

## MAILING ADDRESS

The Stute  
Stevens Institute of Technology  
Castle Point on Hudson  
Hoboken, New Jersey 07030

## E-MAIL:

stuteads@stevens.edu

## PHONE:

1.201.216.3404

## FAX:

1.801.653.7430

## STAFFED HOURS:

By appointment only.



## CURRENT CONTACTS

Peter Garafano, Business Manager  
Keith Cassidy, Assistant Business Manager

**The official student newspaper of Stevens Institute of Technology.**

# The Stute®

## September

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## October

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## November

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## December

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## January

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## February

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

## March

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## April

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



Please note, the Orientation Issue of *The Stute*® will be published on August 25th. All Ad material needs to be received by August 22 at the latest.

# Insertion Order

Company Name

Run Date

Company Contact

P.O. Number

Company Address

Number of Runs

Phone Number

Color

Fax Number

Width (Columns)

Height

Description or Classified Ad Text: