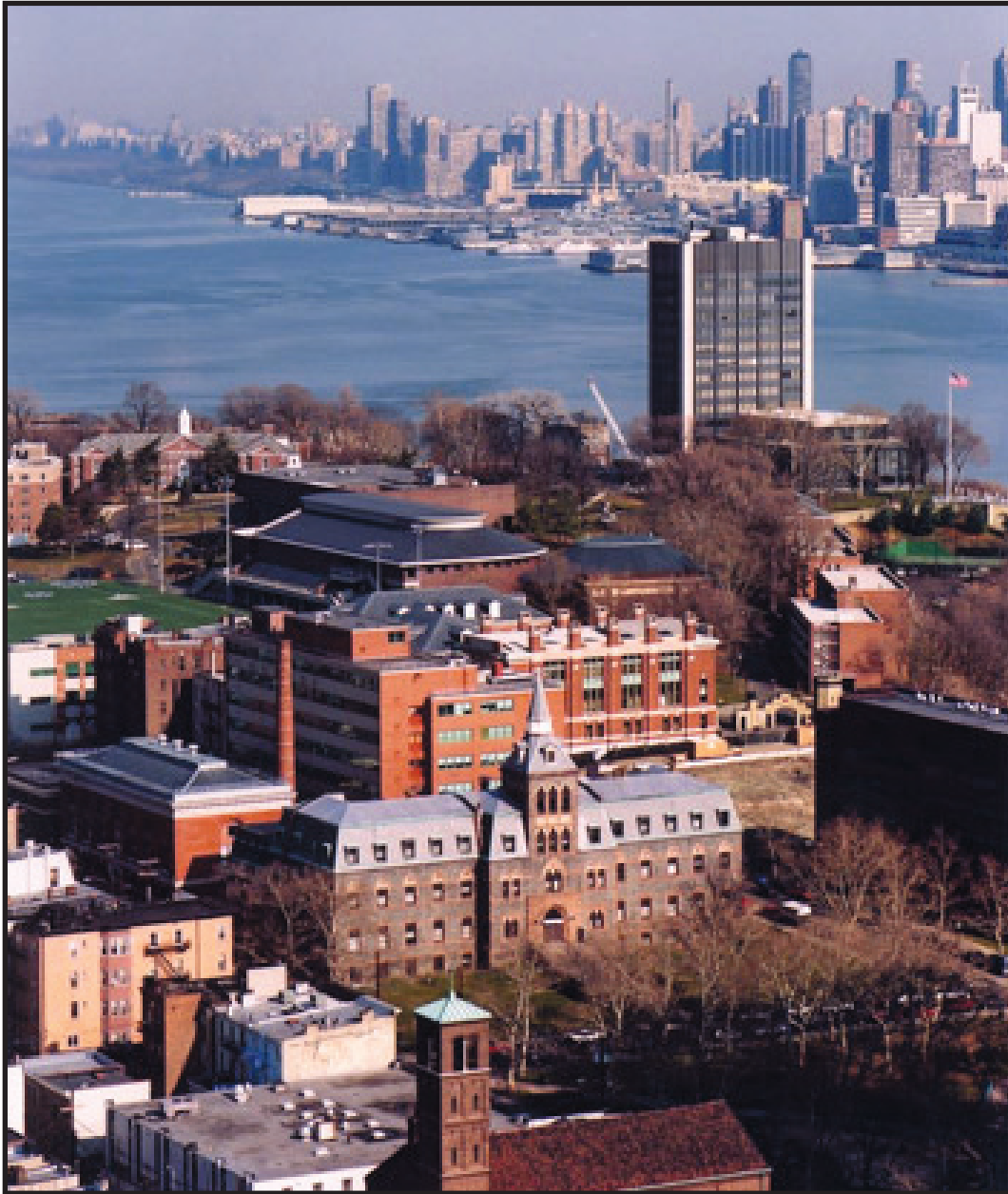


THE STUTE

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



Media Packet
Fall 2007/Spring 2008

(effective 8/1/2007)

Market Data

CIRCULATION:

3,000 copies of The Stute are circulated weekly.

The Stute has a readership of 4,000 students.

The paper is published every Friday during the fall and spring semesters.

80% of the Stevens community reads the paper weekly, according to a 2001 marketing survey.

STEVENS COMMUNITY:

1,800 undergraduate students,

67% male, 33% female

75% of students live on campus

2,900 graduate students

170 full time faculty members

65 research faculty members

THE STUTE SPECIFICATIONS:

13.25 inches by 22 inches Broadsheet format

High-Bright quality newsprint paper

Black and white, spot color, or full color.

Average issue length of 12 pages.

Advertising sold by column-inch. One column is equal to 1.986 inches.

Advertising area of one full page: 6 columns by 22 inches (12.75" x 22")

ABOUT STEVENS:

Established in 1870, Stevens offers baccalaureate, masters and doctoral degrees in engineering, science, computer science, management and technology management, as well as a baccalaureate in the humanities and liberal arts, and in business and technology. The university is located in Hoboken, NJ, directly across the Hudson River from Manhattan.



Rate Information

DISPLAY ADS:

National Advertisers:	\$15.00 per column inch
Hudson County and NYC:	\$8.00 per column inch
Hoboken Advertisers:	\$6.00 per column inch
Duckbills® Affiliates:	\$4.00 per column inch
Stevens Individual Ads:	\$3.00 per column inch

Official Stevens Organizations : *Free (see "Policies for the Stevens Community")*

COLOR

The Stute is pleased to be able to publish in both Pantone spot color and process (full) color. Please note that while full color is not as "vibrant" as spot color, it may be more economical to use full color rather than spot in cases where more than 3 colors are to be placed.

Spot color:	\$100 (per spot color)
Full color:	\$350

CLASSIFIEDS:

500 characters or less:	\$10.00
Free for Stevens students	



DISCOUNTS:

Pre-payment:	10%
Full-page:	15%
Volume Purchase:	10% (3-6 issues)
	25% (6+ issues)

Hoboken outreach program:
(see attached information) 15%

Discounts may be combined but are not to be in excess of 40%.

All new advertisers (as of 11/4/2005) will be charged a \$1.00 per column inch fee if advertisements are not in PDF format with vector-based text.

Display Ad Sizes

LARGER COLUMN WIDTHS:

1 Columns:	1.833 inches wide
2 Columns:	3.792 inches wide
3 Columns:	5.570 inches wide
4 Columns:	8.444 inches wide
5 Columns:	9.667 inches wide
6 Columns:	11.625 inches wide

COMMON SIZES

Full page:	11.625" x 21.5"
Half page:	11.625" x 10.5"
Quarter page:	5.57" x 10.5"
Eighth page:	5.57" x 5"

Submission Guidelines

ELECTRONIC SUBMISSIONS:

E-mail:

Address your email to StuteAds@Stevens.edu. Attach a copy of your advertisement and order information, such as 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.

Advertisements may be submitted in the following file formats:

GIF, JPEG, PDF, TIFF, AI, PSD

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

Fax:

Send your advertisement to (801) 653-7340. Include a complete order (such as the one on the next page).

All new advertisers as of November 4, 2005 will pay a \$1 per column inch fee for fax submissions.

HARD COPY SUBMISSIONS:

Mail:

Send to our mailing address in a cardboard reinforced envelope. Include contact info and specify issue(s) for which the ad should run.

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 new advertisers as of November 4, 2005 will pay a \$1 per column inch fee for hard-copy submissions.

Contact Information

MAILING ADDRESS

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

E-MAIL:

stuteads@stevens.edu

PHONE:

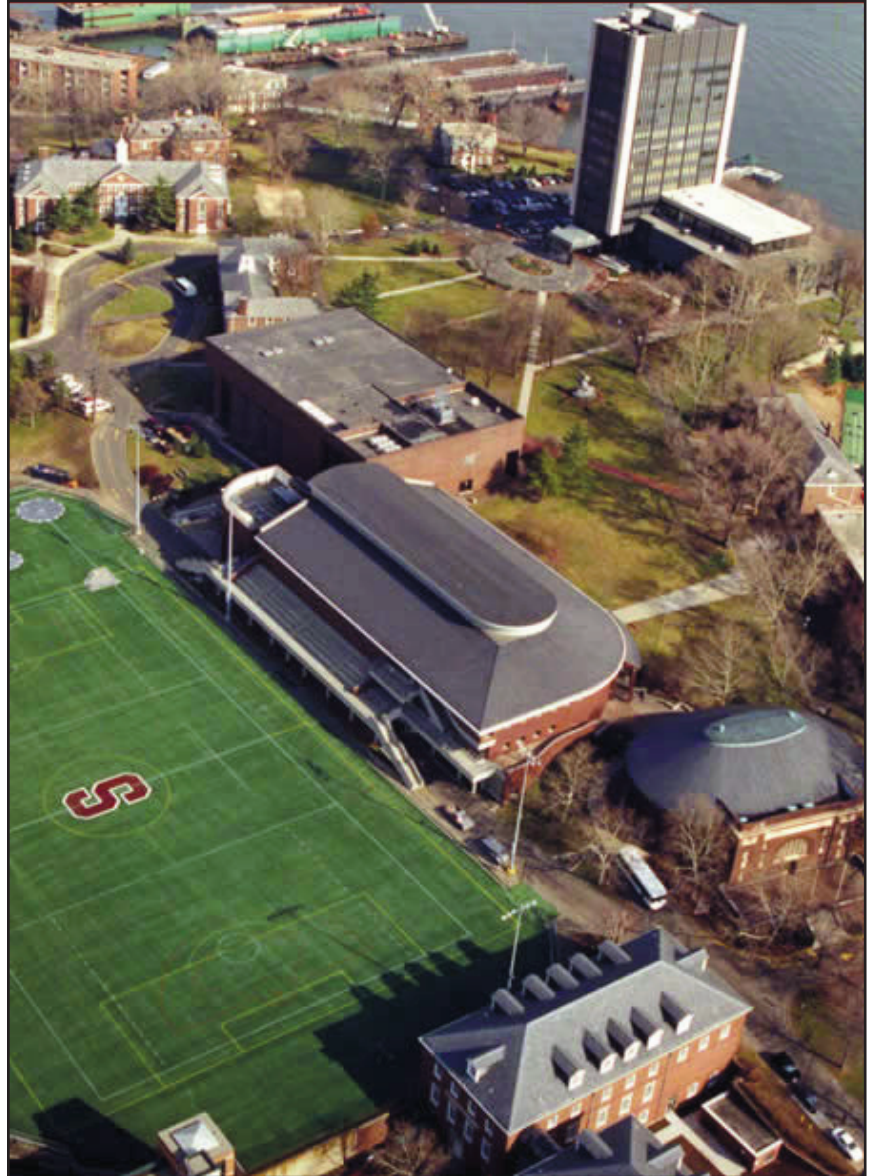
1.201.216.3404

FAX:

1.801.653.7430

STAFFED HOURS:

By appointment only.



CURRENT CONTACTS

Micheal Lutkenhouse, Editor In Chief
Bruce R. Jordan Jr, Business Manager

The student newspaper of Stevens Institute of Technology.

Community Outreach Program

WHAT IS IT?

The Stute has plans to increase our distribution base to include not only Stevens Institute of Technology, but also the greater Hoboken area. To accomplish this goal, we need the support of the Hoboken community to give us places where we may distribute our newspaper.

WHY IS THE PROGRAM GOOD FOR ME?

The Community Outreach Program means that your advertisements will potentially reach a broader range of readers. Not only will Stevens students be affected by your advertisements, your ads will also reach Hoboken residents as well as commuters from a broad range of communities.

The Stute is prepared to offer a 15% discount to advertisers that will support us in our community growth plan.

WHAT DOES ENROLLING IN THE PROGRAM ENTAIL?

By enrolling in the program, you guarantee that you will permit The Stute to place a small newspaper distribution rack in your business establishment, accessible to the public. The Stute will be responsible for the filling and maintenance of the distribution rack. In exchange, any advertisements placed in The Stute will run at a reduced price of 15% off.

If you at ANY time decide you want to leave the program, simply submit a new advertisement order to that effect. The Stute will remove the distribution rack within two business weeks of receiving your new order. For the purpose of The Stute, a business day is any day where normal classes are in session.

I'M SOLD! HOW DO I SIGN UP?

Please indicate by making a note on the order that you submit, letting us know that you are enrolling in the program.

Payment Guidelines

All invoices must be paid in full within 90 days of the initial run date.

Invoices not paid within 90 days will be considered delinquent, with a \$1 per column inch fee to be added after 90 days.

Advertisers that wish to receive the pre-payment discount must ensure payment is received prior to run date.

Pre-payment discount is forfeited if payment is not received prior to publication, no exceptions.

Ads must be paid in check, with checks made out to:

The State
Stevens Institute of Technology
1 Castle Point on Hudson
Hoboken, NJ 07030

All business related mail correspondence must be directed to:

Business Manager
The State
Stevens Institute of Technology
1 Castle Point on Hudson
Hoboken, NJ 07030

Any billing or invoice questions should be directed to the Business Manager, who may be reached by sending a fax to 801.653.7430, or by emailing stuteads@stevens.edu.

Note: All fees, delinquency charges, submission guidelines, as well as any guidelines set forth in this packet are subject to change without notice. Please contact us at stuteads@stevens.edu for the most up to date information.

THE STUTE

2007

JULY						
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				

AUGUST						
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	

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					

2008

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	29	

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			

Insertion Order

Company Name:

Run Date:

Company Contact:

P.O. Number:

Company Address:

Preferred Ad Placement:

Number of Runs:

Phone Number:

Color:

Fax Number:

Pre-Pay (10%)

Width (Columns):

3-5 Runs (15%)

6+ Runs (25%)

Height:

Full Page (15%)

Note: Total ad discounts may not exceed 40% per order

Description or Classified Ad Text:

Note: "Preferred Ad Placement" will be taken into consideration when placing an ad, however it does not guarantee ad location.