

Advertising

Advertising Rates

Sizes	Measurements	Price- One Insertion	Price- Three Insertion
Full Page	Bleed: 8-1/2" (w) x 10-7/8" (h) or Bordered: 7-1/2" (w) x 9-1/2" (h)	\$1,200	\$1,000
2/3 Page	Bleed: 5-1/4" (w) x 10-7/8" (h) or Bordered: 4-3/4" (w) x 9-1/2" (h)	\$1,000	\$800
1/2 Page	Bleed: 8-1/2" (w) x 5-1/4" (h) or Bordered: 7-1/2" (w) x 4-1/2" (h)	\$700	\$600
1/3 Page	4-1/2" (w) x 4-1/2" (h) or 2-1/4" (w) x 9-1/2" (h) No bleeds available	\$550	\$450
1/6 Page	4-1/2" (w) x 2-1/4" (h) or 2-1/4" (w) x 4-1/2" (h) No bleeds available	\$300	\$250

(Above prices are for black and white ads only)

For Color Ads:

Standard spot color, add 20% to above costs
Four-color process, add \$250 to above costs

Premium Placement:

Back Cover: Additional \$300
Inside Back Cover: Additional \$250

Inserts, Business Reply Cards, Envelopes, Wraps:

Please call for price quote and availability. Present clients have first option to renew (i.e. Bookstore Catalog in the Fall)

Agency Commission:

Accredited advertising agencies receive a 15% commission provided invoices are paid within 45 days. (Corporate in-house agencies are not generally regarded as legitimate agencies for the purpose of commission discounts). Commission will not be allowed on overdue invoices).

Publication Schedule

Issue	Space Deadline	Art Deadline	Mailing Date
Fall	July 15	Aug. 1	Sept. 15
Winter	Nov. 15	Dec. 1	Jan. 15
Summer	April 15	May 1	June 15

Mechanicals & Production

- Web offset printing on white text weight paper, saddlestitch binding.
- Typically 32 pages + cover (page count may increase to accommodate advertisers or inserts).
- 70,000 national distribution, 3x per year. 35,000 alumni live in the Spokane area. Over 10,000 reside on the west side of Washington state.

Design, Writing or Photography Services

- Should clients need creative services, they will be billed at a rate of \$40/hour + hard costs for writing, design, typesetting and/or photography.

Electronic Files

- Perspective prefers artwork provided digitally. Camera-ready copy or composed negatives are permitted.
- All files must contain all fonts and linked graphics. Please include a hard copy.
- Please provide files in PageMaker, Photoshop, Illustrator or Freehand (Microsoft Publisher will not be accepted)
- Please provide files on Zip, CD or Jaz
Resolution: 366 dpi minimum for photos and graphics.

Contact:

Eric Galey. (509) 359-4324.
egaley@mail.ewu.edu

Contact Information

Eastern Washington University
Division of University Relations
Attention: Carol Prentice
300 Showalter Hall
Cheney, WA 99004-2445

Phone: (509) 359-6317
Fax: (509) 359-4701

cprentice@mail.ewu.edu
www.ewu.edu/universityrelations

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Disclaimer Information

Contracts

To achieve the 3x rate, a year-long, three-time contract must be completed and signed. If the contract is canceled anytime after the first ad runs, client will be billed the difference between the 1x and 3x rates. Perspective reserves the right to raise contract rates with a 45-day written note of intent. On receiving such advance notice, ad client may withdraw from the contract without penalty. Perspective will not be bound by conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card, including sequential liability statements from advertising agencies. In any event of litigation, the prevailing party shall be entitled to recover reasonable attorney's fees. Positioning of advertisements in each issue is at the discretion of Perspective, except where contracted.

Invoices

Invoices and tear sheets are mailed out upon the date of publication, if credit has been established. Perspective holds both the advertiser and its designated advertising agency responsible for paying all duly authorized advertising inserted in or attached to Perspective. All overdue payments by an agency will be re-invoiced to the advertiser, who will be held fully responsible for payment.

Terms

5% pre-pay discount if ad is paid in full by space reservation deadline - net 30; balance over 30 days will be subject to 1.5% finance charge; 61 days automatic collection unless other arrangements have been made. Advertiser agrees to pay publisher for all collection costs.

Liability

All advertisements are accepted and published by the publisher on the representation that they agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify and saved the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, liability for use of classified material, and any other claims based on the contents or subject matter of such advertisements. Perspective is not responsible for typographical or other errors in advertisements submitted to us for publication.

Cancellations

Perspective reserves the right to reject or cancel any advertising for any reason at any time. Perspective assumes no liability if for any reason it becomes necessary to omit an advertisement.

Acceptance

All advertisements are subject to acceptance by Eastern Washington University. Advertisements deemed of a controversial or sensitive nature by EWU, or those which do not meet basic appearance standards as decided by EWU, shall be rejected or revised at the advertiser's expense. Certain categories of advertisements are not allowed by the U.S. Postal Service because of Perspective's nonprofit status. For more information on these categories of unacceptable ads, call Carol Prentice at (509) 359-6317 or e-mail her at cprentice@mail.ewu.edu. All advertisements carrying a registered name, trademark or symbol of EWU must have received prior authorization by EWU to use the name, trademark or symbol in connection with their advertising.

Promotion

In consideration of Perspective's reviewing for acceptance, or acceptance of, any advertising for publication, the agency or advertiser agrees not to make promotional or merchandising reference to Perspective in any way except with express written permission for each use.