



## ADVERTISING SPECIFICATIONS, PRODUCTION & PRICING INFORMATION

**THE QUILL OF ALPHA XI DELTA**  
**CIRCULATION: 85,000+;**  
**PUBLISHED THREE TIMES PER YEAR**

### ADVERTISING DIMENSIONS

Size	Price	Width	Height
Back cover	\$2,250	7.375	7.625
Full page w/bleed	\$1,450	8.375	10.815
Full page live area	\$1,450	7.8125	10.25
1/2-page horizontal	\$1,000	7.375	4.75
1/2-page vertical	\$1,000	3.5	9.75
1/3-page horizontal	\$800	7.675	2.5
1/3-page vertical	\$800	2.25	9.75
1/4 page	\$600	3.5	4.75

(dimensions are given in decimal inches)  
 Make a commitment for all three issues and receive  
 10% off published rates.

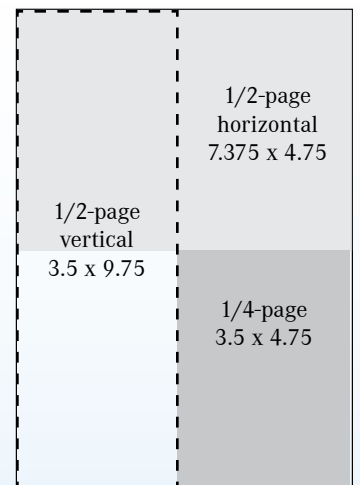
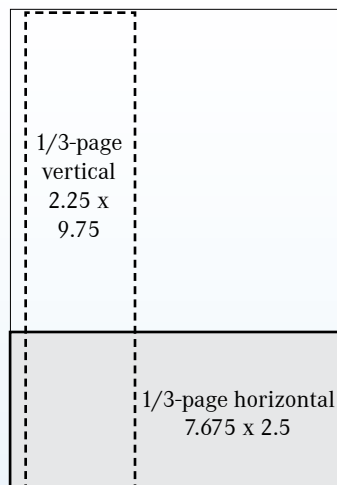
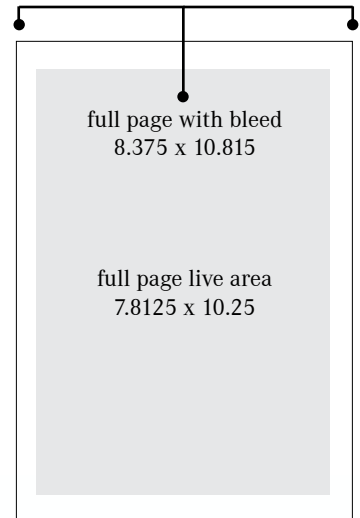
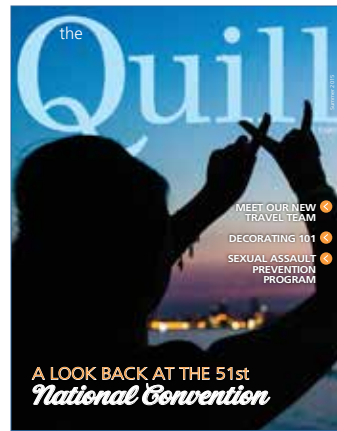
### ONLINE-ONLY QUILL ADVERTISING

Advertisers can opt to advertise in our online-only edition of *The Quill*. All advertisements will be placed at the end of the magazine. Currently, we have nearly 1,000 online-only subscribers. All chapter members receive the online-only version of the magazine. Advertisers can also include links to their websites that are embedded in their advertisement.

### ONLINE ADVERTISING DIMENSIONS

Size	Price	Width	Height
Full page	\$600	7.8125	10.25
1/2-page horizontal	\$300	7.375	4.75
1/2-page vertical	\$300	3.5 3.5	9.75
1/4 page	\$150	3.5	4.75

To reserve your ad space, please contact the *Quill* Editor at [lfelts@alphaxidelta.org](mailto:lfelts@alphaxidelta.org).



### ADVERTISING BOOKING DEADLINES

Issue	Spring	Summer/Fall	Winter
Deadline	January 23	June 1	September 6

Trim size: 8.375 x 10.815 • Printing process: Web offset  
 Binding: Saddle stitched • Bleeds: At least 1/8" past trim.  
 No additional charges for bleeds • Screen ruling: 150-line  
 screen for both black-and-white and four-color pages.

## ELECTRONIC FILE REQUIREMENTS

Files may be received by CD or by email and must have been created in a reputable page layout program (i.e., Quark, InDesign, Freehand, Illustrator). No word processing programs! If creating a pdf, please make sure you include ALL fonts and art in the pdf and create at the highest file size.

All ads must include a hard-copy print out of the ad for reference. Working files and supporting graphics and fonts must be included. Please submit as:

- .eps or .tif file
- Images must be CMYK and minimum 300 dpi at full size

Missing items may result in additional charges or removal of the ad from *The Quill*.

## PLACEMENT OF ADVERTISING

All advertising is subject to review by the Editor. The Editor reserves the right to reject an ad at any time for any reason, or to limit the advertising content in any edition without liability, even though previously acknowledged or accepted.

Advertising will be placed throughout *The Quill*. Page placement of advertising will be at the discretion of the art director.

## CONDITIONS AND RESTRICTIONS

Alpha Xi Delta will not accept advertising that promotes or contains the following:

- alcohol
- tobacco
- firearms
- political commentary/endorsements
- hazing
- sexism
- drugs
- discrimination

*The Quill* mails at the Nonprofit Standard Mail rate. Therefore, under United States Postal Service regulations, Nonprofit Standard Mail may not be used to advertise, promote, offer, or, for a fee or consideration, recommend, describe, or announce the availability of:

- Credit, debit or charge cards, or similar financial instruments or accounts
- Insurance policies
- Travel arrangements

Advertisers acknowledge that acceptance, editorial content and placement of all submitted advertising is at the discretion of the Editor of *The Quill of Alpha Xi Delta*. All copy and

illustrations will be published with the understanding that the advertiser has secured the proper written consents for the use of names, pictures and testimonials of any person alive or dead and that *The Quill of Alpha Xi Delta* and Alpha Xi Delta Fraternity are fully authorized to publish and to cause publication of such materials. The advertiser hereby indemnifies and agrees to hold harmless *The Quill of Alpha Xi Delta* and Alpha Xi Delta Fraternity, its officers, agents and employees against expenses and losses resulting from the publication of the contents of the advertising, including, without limitations, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

*The Quill of Alpha Xi Delta* and Alpha Xi Delta Fraternity assume no responsibility for the performance of advertised products and for delivery of the same.

## INVOICING

Advertisers will not be invoiced until the issue has been printed.

## SHIPPING

Advertisement booking requests, billing questions and electronic files should be forwarded to:

Lauren Felts, Director of Communications and Marketing  
*The Quill of Alpha Xi Delta*  
8702 Founders Road  
Indianapolis, IN 46268  
317.872.3500 ext. 122  
lfelts@alphaxidelta.org