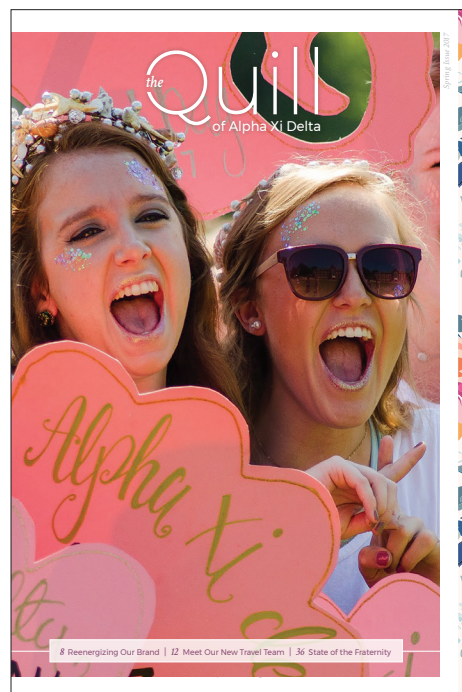# the Quill
of Alpha Xi Delta

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	7.5	6.75
Full Page w/ bleed	$1,450	8	11
Full page live area	$1,450	7.5	10.5
1/2 page horizontal	$1,000	7.5	5.25
1/2 page vertical	$1,000	3.75	10.5
1/3 page horizontal	$800	7.5	3.5
1/3 page vertical	$800	2.5	10.5
1/4 page	$600	3.75	5.25

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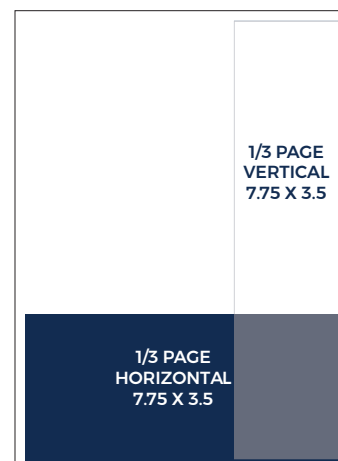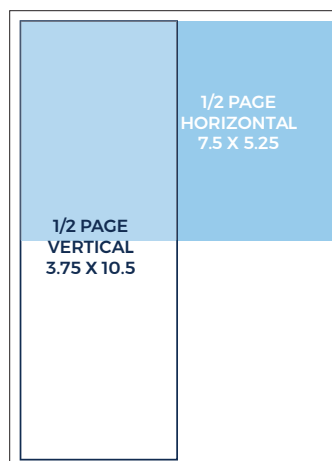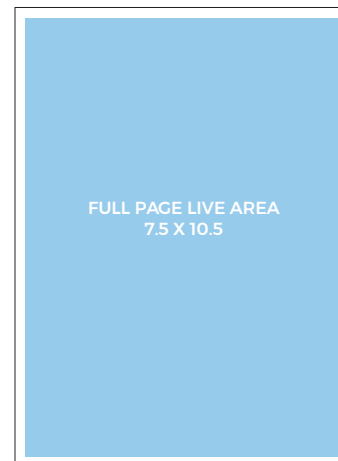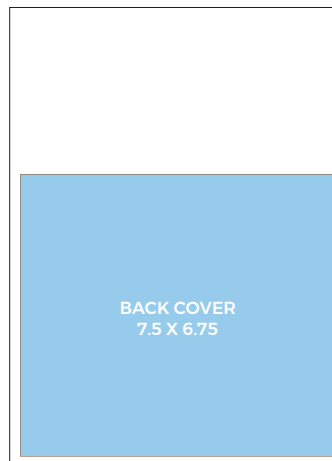
ADVERTISING BOOKING DEADLINES

Spring	Summer/Fall	Winter
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
Not additional charges for bleeds | Screen ruling: 150-line screen for both black-and-white and four-color pages.

FULL PAGE WITH BLEED
8 X 11

BACK COVER
7.5 X 6.75

FULL PAGE LIVE AREA
7.5 X 10.5

1/2 PAGE HORIZONTAL
7.5 X 5.25

1/2 PAGE VERTICAL
3.75 X 10.5

1/3 PAGE VERTICAL
7.75 X 3.5

1/3 PAGE HORIZONTAL
7.75 X 3.5

ELECTRONIC FILE REQUIREMENTS

Files may be received 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 fill 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 anay 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.

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 & Marketing
The Quill of Alpha Xi Delta
8702 Founders Road
Indianapolis, IN 46268
317.872.3500 x122
lfelts@alphaxidelta.org

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 discreation 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 the *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 fromt he 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.