Advertising Rates and Policies for 2004-2005 Publication Year
Non-Local Business Version

Mailing Address
THE OBSERVER NEWSPAPER
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Publication Schedule
Each Friday, 5,000 copies are delivered throughout the Case Western Reserve University campus and to select sites in University Circle. In addition to this, many issues are mailed to alumni and parents of current students. The scheduled publications for the 2004-2005 school year are:

Fall 2004: 8/27, 9/3, 9/10, 9/17, 9/24, 10/1, 10/8, 10/15, 10/29, 11/5, 11/12, 11/19, 12/3

Display Advertising Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate (per column inch)</td>
<td>$11.00</td>
</tr>
<tr>
<td>Full Page (10” x 16.5”)</td>
<td>$653.40</td>
</tr>
<tr>
<td>Half Page (10” x 8.25”)</td>
<td>$326.70</td>
</tr>
<tr>
<td>Quarter Page (4.917” x 8.25”)</td>
<td>$163.35</td>
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</tbody>
</table>

ADVERTISING DEADLINE FOR MATERIAL AND SPACE IS 5:00PM ON THE TUESDAY PRECEDING PUBLICATION.
WE CANNOT GUARANTEE PLACEMENT OF LATE SUBMISSION

Volume-Based Discounts
The following volume-based discount rates will be applied on a column-inch per semester basis. Discounts and volumes must be determined before ads are placed.

100-150 Column Inches per Semester: 10% (Equates to between 6 and 9 quarter page ads per semester)
150-200 Column Inches per Semester: 15% (Equates to between 9 and 12 quarter page ads per semester)
200+ Column Inches per Semester: 20% (Equates to a quarter page every week, half page every two weeks, etc)

Surcharges
• There will be a 20% fee assessed on late submissions. If ad is received after 5:00 p.m., there is no guarantee that the ad will be published Friday of that week. A “make good” will be honored for the following week if the ad does not make it to publication.
• If ad is to be designed or drafted by our production crew, an additional 20% fee will be assessed.
Insert Advertising Rates

$200 per 1,000 inserts – All inserts are subject to review prior to publication. Inserts must be furnished by the client and shipped to our printer 10 days prior to the date(s) of publication at the following address: Gazette Printing c/o Mel, 46 W. Jefferson St., Jefferson, OH 44047

Classified Advertising Rates

**Campus:** $0.50 per line. Classies forms may be picked up outside the Observer door. Repeats of ads do not count and must be paid for individually. Classies are handled on a flat fee basis. Cash/check is the preferred method of payment. Account/ICC numbers are subject to a $1.00 handling fee per week. Ads are handled at our discretion and on a first come first served basis. Ads should be dropped off at the office.

**Non-Campus:** Classified ads are handled on a column inch basis. $10.00 per column inch, will be run in the classified section. One column inch is 2.375 inches wide by 1 inch high. We will handle four lines at an 11 point font. A two-column inch advertisement will be charged at a minimum.

Column Inch Representation

<table>
<thead>
<tr>
<th>2.375”</th>
<th>1”</th>
</tr>
</thead>
</table>

All dimensions are: width x height; there is a 0.167” gutter between each 2.375 inch column.

1 column inch      2.375” x 1”  3 column inches  7.458” x 1”
2 column inches    4.917” x 1”  4 column inches  10.000” x 1”

Terms and Conditions

**General**

All advertising is subject to acceptance by the publisher which reserves the right to reject, classify, or edit copy at its sole discretion any time prior to publication. Advertisements are to be inserted in accordance with the Publisher’s rules of composition, position, and shape. Page position is not sold or guaranteed.

The advertiser and/or advertising agency assumes full and complete responsibility and liability for the content (including text representations, illustrations, and copyrights) of all advertisements printed pursuant to this agreement, and shall indemnify and save the Publisher harmless against any demands, claims, or liability.

**Copy Regulations**

The Observer shall not knowingly publish or accept payment for any advertisement for illegal goods or services, nor those that violate obscenity laws or do not meet with generally accepted standards of good taste. The Observer has no especial objection against advertisements for alcohol, tobacco, or sex-related products or services, but each shall be considered under the same guidelines as all other ads. The Observer does not print political advertisements for candidates, specific issues, or ideologies. Advertisements that simulate news stories, either in format or content, must prominently display the phrase “Paid Advertisement.” The Observer reserves the right to label any advertisement thus.

The Observer uses these guidelines to ensure that services are rendered in the most consistent and objective fashion possible, but reserves the right to reject any advertisement for any reason, including but not limited to those listed above.

**Errors and Adjustments**

Advertising running consecutively will be carried until new copy is furnished or the advertisement is ordered suspended. All orders to discontinue must be made by contacting the Advertising Manager or Business Director.

In order to obtain a “make good” for any advertisement, the publisher must be notified within 14 business days after the publication of the advertisement in question.