



# Advertising Rates & Policies

Rose - Hulman Institute of Technology

CM 5037  
5500 Wabash Avenue  
Terre Haute, IN 47803

Email: thornbiz@rose-hulman.edu  
Phone: (812) 877-8255  
Fax: (812) 877-8166

## Display Advertising Rates

All rates are per column-inch unless otherwise indicated

Local Display Rate	\$6.50
Local Rerun Rate	\$6.25
Non-profit Rate	\$6.50
Rose-Hulman Affiliate Rate	\$3.25
National Rate	\$6.50

## Classified Advertising Rates

30 word minimum charge	\$3.00
Additional words	\$0.15 each
Bold-face words	\$0.15 each

## Inserts – per issue

	Single sheet	Two sheets
Local rate	\$100	\$150
National rate	\$120	\$200
RHIT rate	\$50	\$75

Inserts must be printed and shipped to The Rose Thorn. Additional sheet requests must be discussed with the Business Manager.

## Circulation

Standard issue	1,500
Feature issue	2,000

## Local Frequency Discounts

Insertions	Discount	Net rate
2	5%	\$6.175
3	10%	\$5.85
4	15%	\$5.525
5 or more	20%	\$5.20

Frequency discounts are for insertions of identical advertisements ONLY. Discount will be withdrawn if not paid within 30 days of billing. Frequency discounts do not apply to national advertisers and may not be combined with saturation discounts

## Saturation Discounts

Ad size	Columns	Inches	Cost
Full Page	5	16	\$500
Half page	5	8	\$250
Large Quarter page	3	8	\$150
Small Quarter page	2	8	\$100
Eighth page	3	4	\$75

Cost reflects one insertion only.

Saturation discounts do not apply to national advertisers and may not be combined with frequency discounts.

## Advertising Deadlines

Local	<b>Wednesday noon</b> , prior to printing
National	<b>Wednesday noon</b> , prior to printing
Classified	<b>Wednesday noon</b> , prior to printing

## General Information

- We reserve the right to revise rates without advance notice.
- All accounts are net due and payable by 30 days following the invoice date or all discounts are disallowed and a 5% overdue fee will be assessed.
- Political ads must carry the name and address of the party responsible for the ad, and the ad must be paid in advance.
- The rerun rate is for ads scheduled at the same time as the original insertion.

## Advertising Copy

- Advertising copy is accepted electronically in Adobe PDF format by email to [thornbiz@rose-hulman.edu](mailto:thornbiz@rose-hulman.edu)
- The Rose Thorn will produce an ad for an advertiser after a contractual agreement at no cost.

## Personnel

Scott Gallmeier and Andrew Klusman—Co-Editors-In-Chief  
Lindsey Saxton—Advertising Manager  
Andrew Carlson – Business Manager