Advertising Information for Local Advertisers

The Tech's Ad Pricing and Size Policy
The Tech sells advertising in column-inches, which are two inches (one column) wide by one inch tall. The cost of your ad is calculated by \[ \text{Cost per Column-inch} = \text{\# of column-inches} \times \$10.50 \times \text{discounts/surcharges} \]. One page of The Tech is 80 column-inches: 5 columns wide by 16 inches tall. We are happy to sell ads in any denomination of column-inches; common sizes can be found online at our website: [http://tech.mit.edu/ads](http://tech.mit.edu/ads)

Actual size of one column-inch (2"x1")
Cost per Column-inch: $10.50

Discounts/Surcharges

Discounts and surcharges are applied before color is considered. Please ask if you have any questions.

Special Placement Request: 20% Surcharge
Typesetting/Ad Design: 20% Surcharge
Late Fee: 30% Surcharge

120 Column-Inches purchased at once: 10% Discount
240 Column-Inches purchased at once: 20% Discount
360 Column-Inches purchased at once: 30% Discount

Color
Color is one of the most affordable ways of making sure that your ad looks great and is noticed by readers. We have recently lowered our rates to encourage this opportunity. Please note that rates for recruiters are higher.

Full Color: $315
Spot Color: $126 ea.

Suggested Advertising Programs:
- Three full page color ads: $2961
- Four half page ads: $1512
- One full page, full color ad with special placement: $1323
- Each 1/4 page (24 column-inch) advertisement: $252

Be sure to ask for personalized recommendations!

How to submit an advertisement
Advertisements are due to us by 4:30 p.m. EST/EDT three business days before issue date. Ads are best submitted via email to ads@tech.mit.edu. See website for file format requirements and other details, or just ask!

If you have any questions, or to submit an advertisement, please contact us at ads@tech.mit.edu or give us a call at 617-258-8324. More information is available online at [http://tech.mit.edu/ads](http://tech.mit.edu/ads)