



# 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 [# of column-inches] x \$10.50 x 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>

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

## 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.



Black and White

Spot Color

Full Color

## Discounts/Surcharges

We offer services and discounts (see right) to promote what makes an ad effective: good design, proper placement, and consistency. These changes 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

## 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](mailto:ads@tech.mit.edu). See website for file format requirements and other details, or just ask!

## Publication Schedule

2010																																																																																																			
<p>issue dates <span style="background-color: #cccccc; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span></p> <p>special issues <span style="background-color: #800000; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span></p>	<p><b>JUNE</b></p> <table border="1"> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td>4</td><td>5</td></tr> <tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td></tr> <tr><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr> <tr><td>27</td><td>28</td><td>29</td><td>30</td><td></td><td></td><td></td></tr> </table>	S	M	T	W	T	F	S						4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30																																																											
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## The Tech's Readership

- 81% of MIT students read The Tech at least occasionally; 47% read it regularly
- A consistent readership of almost 14,000; up to 21,000
- Over two thirds of faculty read The Tech consistently

Source:  
 MIT Communications Survey

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