Give me your . . .

huddled masses . . .”

Attention:
Living Groups
and Student Activities

The Tech

would like to take this opportunity to remind all living groups and student activities that MIT will be receiving some “immigrants” next fall. They will come because of a dream — a promise of a better future. All they will bring with them is a satchel* with a week’s supply of clothing and a copy of The Tech.

We are pleased to announce a special R/O Week advertising rate of $2.90 per column-inch for MIT-recognized living groups, student activities, and athletic groups. This special rate represents a substantial savings over the usual rate for MIT student activities and is less than half the non-MIT rate. There is no better way to attract these new students to your activities than through The Tech, especially at a time when they’re still reading everything they can get their hands on.

We can typeset your advertisement for an additional 20 percent, and our staff can help you design your ad for another small hourly fee. Color is also available for the July 15 and August 29 issues. Please contact our office if you have any questions, ask for Shari or Ronald. If no one is in, leave a message and we will get back to you.

* probably a graduation present from their grandparents.

This rate is available only on the dates listed below, and only to MIT-recognized activities, living groups, and teams.

Tuesday, July 15 ........................................ Issue mailed to freshmen
R/O Week Publication Schedule:
Friday, August 29 ........................................ Freshman Picnic
Tuesday, September 2 ................................. First housing assignments
                                      Graduate student orientation begins
Friday, September 5 ................................. Final limbo assignments