

## ***The Scroll* | 2015 Ad Rates**

*The Scroll* is the 8-page, four-color news publication of Southwestern Seminary during the fall and spring semesters. Advertisers have the potential of reaching more than 3,500 students, faculty and seminary staff as well as their families.

Available Sizes	Dimensions (Width x Height)	Price per issue
1/2 page horizontal	9.5" x 7.2049"	\$240
1/4 page vertical	4.6564" x 7.2049"	\$125
1/4 page horizontal	9.5" x 3.5087"	\$125
1/6 page vertical	4.6564" x 4.7407"	\$85
1/8 page vertical	2.2345" x 7.2048"	\$65
1/8 page horizontal	9.5" x 1.6606"	\$65
1/16 page vertical	2.2345" x 3.5087"	\$35
1/16 page horizontal	4.6564" x 1.6606"	\$35
1/32 page horizontal	2.2345" x 1.6606"	\$25

### **Design Fees (optional)**

1/2 page	\$75
1/4 page	\$50
1/6 page	\$35
1/8 page	\$25
1/16 page	\$15
1/32 page	\$10

### **Frequency Discounts (contract prior to publication)**

2-3 times per semester	10%
4 times per semester	15%

### **Paid Classifieds**

Paid classifieds can also be placed at 25 cents per word. Frequency discounts are not available.

### **Policies**

Ads are due 10 days prior to publication. All payments and materials are due by the payment and material deadline. If payment is not received, *The Scroll* will not run the ad.

All ads created by *The Scroll* production staff remain the exclusive property of *The Scroll* and may not be reused in another publication, flier or other media without written permission of *The Scroll*.

All advertising requires a contract prior to publication. Frequency discounts apply when the same ad is repeated during the same semester.

Southwestern Seminary reserves the right to refuse ads as well as void ad agreements. Should an agreement be voided, a refund will be issued.

# The Scroll Ad Agreement

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email Address: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Spring 2015

Issue #	Payment & Material Deadline	Publication	Ad Size Reserved
1	January 26	February 5	
2	February 23	March 5	
3	March 23	April 2	
4	April 17	April 29	

Fall 2015

Issue #	Payment & Material Deadline	Publication	Ad Size Reserved
1	TBA	TBA	
2	TBA	TBA	
3	TBA	TBA	
4	TBA	TBA	

**Paid Classifieds:** 25 cents per word x \_\_\_\_\_ words.

Notes/Paid Classified text: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The client agrees to the ad policies and agrees to the payment for a \_\_\_\_\_ ad  
size

that will run for \_\_\_\_\_ issues at \_\_\_\_\_ per issue. Total cost will be \_\_\_\_\_.  
number price

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Submit ads digitally in PDF or JPEG format in CMYK at 300 DPI to **Scroll@swbts.edu**.

Make payment out to "SWBTS" with "Scroll Ad" in memo line. Send payment: P.O. Box 22568, Fort Worth, TX 76122.