



Augustana Observer

Augustana College | 639 38th Street | Rock Island, Illinois 61201-2296 | Tel 309.794.7484 | Fax 309.794.3460 |
observerads@augustana.edu

2006 Augustana/St. Ambrose Career Fair Prices

<u>Type</u>	<u>Size</u>	<u>Price</u>
Business Card	4" x 2"	\$45.00
"The 4 x 4"	4" x 4"	\$52.00
1/6 page	4" x 6"	\$76.00
1/4 page	6" x 8"	\$100.00
1/2 page	10" x 8"	\$160.00
Full page	10" x 15"	\$272.00
Full page color	10" x 15"	\$328.00
Insertions	Max size 8 1/2" x 11"	\$200.00

Discount Rate

The advertising rates above reflect a 20% discount off of our normal prices.

Deadlines and Policies

The Observer must receive all advertisements by 5 p.m. on the Saturday before publication.

Ad proofs will be faxed to (309) 794-3460 or e-mailed to observerads@augustana.edu by 5 p.m. on the Saturday before the ad is to be published. Proofs will not be delivered for repeat ads. Changes to any ad must be made before 5 p.m. the next day. The Observer is not liable for any error in advertisements if the advertiser fails to submit proof corrections.

The Observer reserves the right to decline or revise any advertisement and to add the words "Paid Advertisement" above any ad. Non-standard ads may be resized and charged the full rate.

The Observer must receive a copy of any insert two weeks before the insertion date for approval. Upon approval, inserts must be sent directly to TRICO Commercial Printing. Misdirected shipments will be forwarded later.

Spot color should be requested two weeks in advance and is subject to availability. Every attempt will be made to ensure color quality; the Observer will not be held liable for errors.

Compensation for failure to publish an advertisement for any reason shall be limited to publishing the ad in a subsequent issue.

Contracts become effective on date signed. Discounted rate are not retroactive. Multiple ads must be purchased at the same time for discounted rate to be effective for all ads purchased. Clients ordering separate ads will receive a discount with their fifth and subsequent ad purchases.

Discounts do not apply to Business Card ads and Insertions.