

2011-2012

# Advertising with

# The DoG Street Journal

The College of William and Mary's only daily online paper and monthly news magazine

## OUR POLICIES

The DoG Street Journal is a student run college magazine and online newspaper publication at The College of William and Mary that offers monthly issues to its students free of charge. In addition, the online newspaper is published and updated daily at [www.dogstreetjournal.com](http://www.dogstreetjournal.com). At an inexpensive rate, advertisements can be purchased on a monthly or yearly basis for both the magazine and the online newspaper. Monthly issues are distributed to various campus locations that receive large volumes of foot-traffic. Given that the magazine is free, the DSJ reaches a wide variety of students, faculty and administrators across campus.

The DSJ maintains a high standard for the quality of each advertisement and with exceptional design and content in both our print magazine and our online site, we guarantee that the DSJ, and all advertisements will be viewed by a majority of the William and Mary community.

## OUR RATES

The DoG Street Journal takes pride in setting the lowest advertising rates for a student publication at the College. However, we strive to meet your needs, and if you see a lower price for a comparable ad, please let us know and we will discount our rate.

<b>PRINT RATES</b>	<b>1 Month</b>	<b>2 Months</b>	<b>3 Months</b>
Full Back Page (color)	\$300	\$500	\$600
Half Back Page (color)	\$150	\$200	\$300
Fourth Back Page (color)	\$75	\$100	\$115
Full Inside Page (b/w)	\$175	\$300	\$375
Half Inside Page (b/w)	\$115	\$200	\$350
Fourth Inside Page (b/w)	\$75	\$100	\$110

Contact us about online rates as well as viewing sample advertisements.

## OUR POLICIES

**Submission:** Art, in acceptable formats, can be emailed to your representative. The DSJ will be as flexible as possible to entertain special requests or specific issue extensions.

**Terms of Advertising:** All advertising is subject to the approval of The DoG Street Journal. Placement or page position can be requested but cannot be guaranteed. The DoG Street Journal is not responsible for errors in advertisements following proof approval or self-submission. Liability for any errors is limited to the first occurrence printed and requests for adjustment must take place within 10 days of publication.

**Terms of Payment:** Advertisers will be invoiced for the total amount due for each ad on the date of publication. Payment for each ad is expected within 30 days of publication unless otherwise agreed upon. Accounts unpaid after 30 days will be charged a 5% per month late fee. The DoG Street Journal prefers checks as the primary method of payment and they should be mailed to:

*The Dog Street Journal  
Campus Center  
PO Box 8793  
Williamsburg, VA 23187*

**Online:** The DoG Street Journal Online requests .gif images be sent for online ad placement. Please be sure to indicate the URL link to accompany your advertisement.

## CONTACT US

We encourage all advertisers to contact us with questions about advertising with the DSJ, and we will do our best to respond efficiently to questions and concerns.

**Email:**

Sean Sweeney - Business Manager  
dogstreetjournal@gmail.com  
617-548-9404