Advertisement sizes and ad rates

- Full Page (10x16) .............. $150.00
- Half page (10x8) ............... $80.00
- Quarter page (6x8) ........... $55.00
- One-eighth page (6x4) ...... $45.00
- One-sixteenth page (4x3) . $30.00

Classifieds

- Single insertion ................ $8.00/30 words
- Multiple runs .................... $6.00/30 words
- Add $0.25 for each additional word

All classifieds require advance payment.

The Crestiad does not accept inserts.

Billing

Following publication, invoices will be sent along with two copies of The Crestiad. Balances are due within 14 days. Visa and Mastercard are accepted. Checks should be made to The Crestiad.

About The Crestiad

The Crestiad has been the student-run newspaper at Cedar Crest College since 1923. In recent years it has received honors from The American Scholastic Press Association and has expanded in size and frequency.

About Cedar Crest College

Cedar Crest College is a women’s liberal arts college located in Allentown, Pa. Founded in 1867, Cedar Crest has approximately 1,500 students, with an extensive Lifelong Learning program. With over 50 majors, Cedar Crest is frequently noted for its Nursing, Forensics, Business and Theatre programs.

Distribution

The Crestiad is distributed throughout Cedar Crest College’s campus and is made available to the larger community through distribution in public buildings on campus, by being mailed to select alumnae and via www.cedarcrest.edu/crestiad.

Reparation Agreement

The advertiser and/or advertising agency agrees to defend and indemnify the publisher (The Crestiad) against any and all liability, loss, or expenses arising from any claim for liable, unfair competition, unfair trade practices, infringement of trademark, copyrights, trade names, patents or proprietary rights or violation of rights of privacy or any other tort resulting from the publication of the advertiser’s advertisement. The Crestiad reserves the right to refuse ads based on content or space.

Publishing Policy

The Crestiad is not responsible for incorrect information given by the advertiser. The advertiser will not be charged for an error made by The Crestiad or the printer if the error causes misrepresentation of the product. If the corrected ad can be published in the following issue, the advertiser will be charged as normal. The Crestiad staff reserves the right to make changes to the production schedule.