



# THE DRUMBEAT

The Independent Student Media Source of Tyler Junior College

<b>Company Name:</b>	
<b>Contact Person:</b>	
<b>Phone:</b>	<b>Fax:</b>
<b>Address:</b>	
<b>City/State/Zip:</b>	
<b>E-mail:</b>	

## INSERTION ORDER

<b>Insertion Order:</b>
<b>Sales Rep:</b>
<b>Issue Date(s):</b>
<b>CAMERA READY / TO BE DESIGNED</b> (circle one; ask about design fees)

AD WIDTH (in columns):	AD HEIGHT (in inches):	TOTAL AD SIZE (# columns x # inches):	RATE:
			<b>+ DESIGN FEE</b>
<b>Full Page</b> 6 columns x 21.5" 129 column inches 10.375" wide x 21.5" tall \$645.00	<b>Half Page</b> 6 columns x 10" 60 column inches 10.375" wide x 10" tall \$300.00	<b>Quarter Page Square</b> 4 columns x 8" 32 column inches 6.883" wide x 8" tall \$160.00	<b>-DISCOUNT</b>
		<b>Quarter Page Vertical</b> 3 columns x 10" 30 column inches 5.137" wide x 10" tall \$150.00	<b>+ COLOR</b>
		<b>Postcard</b> <b>Horizontal or Vertical</b> 3 columns x 4" or 2 columns x 6" 12 column inches 5.137" wide x 4" tall or 3.392" wide x 6" tall \$60.00	<b>= TOTAL</b>

PLEASE FILL OUT ONE FORM PER CAMPAIGN OR PER AD IF AD SIZES CHANGE.

For custom sizes, e-mail [advertising@thedrumbeat.com](mailto:advertising@thedrumbeat.com) for more information.

### IMPORTANT DATES & DEADLINES

Issue Date	Advertising Deadline	Deadline for Ad Materials
Feb. 3	Jan. 25	Jan. 30
Feb. 17	Feb. 8	Feb. 13
March 3	Feb. 22	Feb. 27
March 24	March 10	March 20
April 7	March 29	April 3
April 21	April 12	April 17
May 5	April 26	May 1

Deadlines for advertisements are final. All e-mailed ads must be received by 9 a.m. on the ad material deadline. All ads produced by *Drumbeat* staff must be approved and signed off by 9 a.m. on the ad material deadline.

### CONTACT INFO

**Phone** 903-510-2299  
**Fax** 903-510-3246  
**E-mail** [advertising@thedrumbeat.com](mailto:advertising@thedrumbeat.com)

### MAILING ADDRESS

The Drumbeat  
 c/o Laura Krantz  
 P.O. Box 9020  
 Tyler, TX 75711

**Please make checks payable to:**  
*The DrumBeat*

### AGREEMENT

By signing below, I verify I have received and read the Fall 2016 *Drumbeat* rate card, including all information regarding deadlines, discounts, design & color charges, late fees, tearsheets, billing, payments, ad submissions and errors and agree to the terms and conditions contained therein.

<b>CUSTOMER SIGNATURE</b>	<b>DATE</b>
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