

FALL SEMESTER

August 2011						
				25	26	27
28	29	30	31			

September 2011						
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October 2011						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November 2011						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December 2011						
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SPRING SEMESTER

January 2012						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February 2012						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

March 2012						
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April 2012						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

May 2012						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19

CALENDAR KEY

■ THE HOYA prints 47 issues per academic year, 24 in the fall and 23 in the spring.

■ The 2011-2012 production schedule will include 10 issues for special occasions. A 10 percent discount is given for any ads placed in these issues, which are indicated in grey on the calendar at left:

- Fall Sports Preview - September 2, 2011
- Career Fair - September 30, 2011
- Parent's Weekend - October 14, 2011
- Homecoming - October 21, 2011
- Fall Fashion - November 4, 2011
- Holiday Celebration - December 6, 2011
- Valentine's Day - February 14, 2012
- Spring Sports Preview - February 17, 2012
- Year in Review - April 27, 2012
- Graduation - May 18, 2012

THE HOYA prints 2 magazine-style special issues that are separate from the main issues of the week:

- New Student Guide - September 2, 2011
- Basketball Preview - October 30, 2011

The deadline for ad artwork submissions is:

July 31, 2011 for the New Student Guide
October 7, 2011 for the Basketball Preview

These issues have different rates and specifications than those for typical issues and can be found on the Special Magazines Rate Card. Contact the Director of Sales at (202) 687-3947 or sales@thehoya.com for details.

Policies and Terms of Agreement

All advertising is subject to THE HOYA's Policies and Terms of Agreement and to all provisions and regulations set forth in this section. Insertion orders with pricing inconsistent with THE HOYA's rate card will be regarded as clerical errors and will be corrected to reflect THE HOYA's heretofore established policies, terms and provisions.

THE HOYA reserves the right to reject or cancel any advertisement or insert for any reason and to regulate the typographical tone, design and size of ads to comply with THE HOYA's format.

Under no condition will one-time exceptions to THE HOYA's policies, terms or regulations be binding on the newspaper in the future.

The advertiser or advertising agency assumes all responsibility and liability for the content of advertisements and inserts and for any claims, expense or loss resulting from the publication

or non-publication of such items in THE HOYA. Submission of copies and/or photos for inclusion in an advertisement shall constitute certification by the advertiser that any necessary releases and permissions to use such materials have been secured by the advertiser. With regard to the publication of an advertisement, the advertiser will accept full responsibility including, but not limited to, claims of libel, infringement of rights of privacy, plagiarism or copyright violations.

THE HOYA assumes no financial responsibility for errors in, or omissions from, advertisements. If errors in advertisements are the fault of THE HOYA, make-good space will be offered for only the portion of the advertisement containing the error provided proper notification of such error is made by the advertiser within 14 days of the date of the first billing of the advertisement

containing such errors or omission. THE HOYA in no case accepts liability beyond providing make-good space.

THE HOYA assumes no responsibility for the loss or damage of any materials submitted for publication, or for shipping cost.

Advertisements canceled after deadline will be subject to 100 percent of the ad's cost.

THE HOYA does not offer a guaranteed position within the paper for any advertisement except for classified display ads which will appear on the classified page. A guarantee may be purchased for a 5 percent premium if the request can be fulfilled at the sales director's discretion.

THE HOYA reserves the right to include "Paid Advertisement" in any advertisement that in its judgment resembles editorial content.

Advertising agencies are ultimately held re-

sponsible for meeting payment and all other obligations and charges incurred through their representation of their clients. Multiple tear-sheets are offered for agencies and co-op purposes only.

All political advertising must be paid in advance of publication and must be labeled "Paid Political Advertisement." The sponsor must be clearly identified.

THE HOYA reserves the right to change any policies and advertising rates at any time with notification to affected advertisers prior to publication of future advertisements. In the event of rate changes, THE HOYA will notify affected contract advertisers who will have the right to be released from contract obligations without penalty as of the date the new rates become effective, or to continue at the new rate.