The Hoya 2014-2015 Print Production Schedule

Fall Semester

August 2014						
24	25	26	27	28	29	30
31						

September 2014						
	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 2014						
			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 2014						
						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 2014						
	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 2015						
				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 2015						
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

March 2015						
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 2015						
			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 2015						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16

Calendar Key

The Hoya prints 49 issues per academic year, 25 in the fall and 24 in the spring.

The 2014-2015 production schedule will include 11 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 - August 29, 2014**
- **Homecoming Weekend - September 19, 2014**
- **Fall Fashion - October 3, 2014**
- **Parent's Weekend - October 17, 2014**
- **Fall Food Issue - November 7, 2014**
- **Holiday Celebration - December 5, 2014**
- **Spring Arts Issue - February 6, 2015**
- **Valentine's Day - February 13, 2015**
- **Spring Fashion - March 6, 2015**
- **Year in Review - April 24, 2015**
- **Graduation - May 15, 2015**

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

- **New Student Guide - August 26, 2014**
- **Basketball Preview - November 7, 2014**

The deadline for ad artwork submissions is:

July 31, 2013 for the New Student Guide
October 5, 2013 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 herestated 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 newpaper 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 responsible 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.