

CLASSIFIED ADVERTISING (PRINT AND ONLINE)

PRINT

Regular line classified ads are priced by the number of words. Each word is \$0.50. A minimum purchase of \$15 is required.

Optional extras:

Bold words.....\$1 per issue

Make individual words or an entire ad stand out

Large headline.....\$1.50 per issue

One line of 16-pt. bold font, centered and capitalized

Two-line large headline.....\$2.50 per issue

Boxed ad.....\$2 per issue

Add a one-point box around your ad

Company logo.....\$3 per issue

Lead off with a logo up to one inch high

ONLINE

All classifieds placed online will be placed at a standard rate for a week-long placement on our website www.THEHOYA.com.

Regular rate.....\$10 per week

Student group rate.....\$5 per week

Textbook rate.....\$0

Each ad listing is limited to 50 words. Formatting is available upon request for no extra charge. All ads will be categorized on the classified ads webpage as deemed appropriate by the Classified Ads Assistant. Students are able to list textbooks for sale at no charge.

LINE AD POLICIES

Phone numbers and email addresses will count as one word. Check your ad for the first time it runs; THE HOYA will only assume responsibility for any errors the first time that the ad runs. Tear-sheets and proofs are not supplied for classified ads.

PAYMENT

Copy must be received by noon, one business day before the ad is placed. All classified ads must be paid in full at the time of placement. Cash, check, Visa and Mastercard are accepted. There is a minimum of \$15 for payment by Visa or Mastercard.

PRE-PRINTED INSERTS

Inserts are sold in increments of 500 with a 3,000 minimum and 6,500 maximum order. Inserts must be pre-folded to a maximum size of 8.5 in x 11 in.

No. of Inserts	Price	No. of Inserts	Price
3,000.....	\$225	5,000.....	\$375
3,500.....	\$262.50	5,500.....	\$412.50
4,000.....	\$300	6,000.....	\$450
4,500.....	\$337.50	6,500.....	\$487.50

Pre-printed inserts must be shipped at the advertiser's expense directly to the newspaper's printed to arrive at least three days prior to distribution:

FNP Printing and Publishing
Attn: The Hoya Inserts MM/DD/YYYY
351 Ballenger Center Drive
Frederick, MD 21703