



May 1, 2007

Attention: National Advertising Manager/ Business Manager

I want to thank everyone involved in making 2007-08 a truly successful year in Student Media. Alloy Media + Marketing had the strongest response from publications like your self and I believe we all gained from your endeavor. Constantly improving the integrity of the college newspaper market is a present and future goal of AM+M. We couldn't do it without your help.

To help guarantee smooth, and efficient service in the upcoming year, it's important that we have your rates, sizing and scheduling information now!

Many of our clients will be budgeting in the coming weeks for 2007-2008 expenditures. This time becomes critical in terms of providing rates, sizing and scheduling information. Accuracy in our data decreases any potential obstacles or delays in the placement process. It also ensures the client a positive experience and results in using school newspapers. This is a goal and responsibility that we share with you as a valued partner.

AM+M highly recommends you return this survey and your media kit no later than June 1. Publications having an entirely completed survey/media kit on file will get preferred placement.

Please pay special attention to any premium positions you may offer. Also please attach your online rate card if applicable.

**Please review, sign and fax back to 312-429-3376 by June 1.**

*A word about rates and contracts:*

***Because we do offer a large volume of business, we feel it's fair for our rates to be lower than the rates offered to any company who does not provide our quantity of ads.***

*Whether it is as a result of making a bulk annual lineage commitment to your publication or by prepaying for a significant discount, preferable 15-25%. Our goal is to have your **lowest rates available** to our clients. Our efforts in 2007-08 will center on analyzing the rate **AM+M** is charged in comparison to that which any single advertiser would be charged*

Thank you,  
Bill Buran  
212-329-8365



151 W. 26<sup>th</sup> Street, 9<sup>th</sup> Floor, New York, NY 10001 – Phone (212) 244-4307 Fax (312) 429-3376 or (212) 401-0071

## 2007 – 2008 Publication Survey

**Please return completed survey to AM+M . Please do not send a rate card in place of the survey.**

You may also download a copy of this form at <http://www.marketmedia.com/>. Select the link labeled "Vendor Support", then select "AM+M Publication Survey" on the right-hand side of the page.

### Publication Information

School Name: \_\_\_\_\_ Publication Name: \_\_\_\_\_

Will your print rate card be available on-line?  Yes  No If yes, at what URL \_\_\_\_\_

Frequency of Publication(circle one) Daily (M-F) Weekly (1X, 2X, 3X, 4X) 2X Monthly Monthly Other

Please indicate (Yes or No) whether you will accept the following types of ads:

- |                                                                                  |                                                                                       |                                                                                        |                                                                                         |                                                                                    |                                                                                        |                                                                                         |
|----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Alcohol</b>       | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>On-Line Gambling</b>   | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Adult Entertainment</b> | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Tobacco</b>              | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Contraceptives</b>  | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Political</b>           | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>R-Rated/NC-17 Movies</b> |
| <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Credit Offers</b> | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Feminine Hygiene</b>   | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Mail Order</b>          | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Military Recruitment</b> | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Travel Services</b> | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Pro-Choice/Pro-Life</b> | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Stimulants</b>           |
| <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Term Papers</b>   | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>900 Numbers</b>        | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Adoption/Fertility</b>  | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Competing Schools</b>    | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Ticket Scalping</b> | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Chain Letters</b>       | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Egg/Sperm Donations</b>  |
| <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Fire Arms</b>     | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Financial Products</b> | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Envelope Stuffing</b>   | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Insurance</b>            | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Lottery</b>         | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Nanny Ads</b>           | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>On-Line Book Stores</b>  |
| <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Opinion</b>       | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Drug Paraphernalia</b> | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Personals</b>           | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Profanity(Use of)</b>    | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Psychic</b>         | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Religious</b>           | <input type="checkbox"/> Yes <input type="checkbox"/> No<br><b>Surrogate Mother</b>     |

Beer  Yes  No

Liquor  Yes  No

Wine  Yes  No

### Mechanical Information

Format of publication?  TAB  BRD  MAG Printable Full Page Dimensions (W) \_\_\_\_\_ x (H) \_\_\_\_\_

How is advertising sold?  Per Column Inch  Modular Unit Average number of pages per issue? \_\_\_\_\_

If Per Column Inch, what is the width of a:  
(Please provide ALL column widths available!)

1 Col. Ad \_\_\_\_\_ 2 Col. Ad \_\_\_\_\_ 3 Col. Ad \_\_\_\_\_ 4 Col. Ad \_\_\_\_\_ 5 Col. Ad \_\_\_\_\_ 6 Col. Ad \_\_\_\_\_ 7 Col. Ad \_\_\_\_\_

What is the cutoff depth? (Maximum allowable depth of an ad, in inches, before charging for full page depth) \_\_\_\_\_

What is your publication's printed circulation per issue? \_\_\_\_\_

**Contact Information**

**Advertising Manager's Name** (Default Ad Contact) \_\_\_\_\_

**Phone Number** \_\_\_\_\_ **Fax Number** \_\_\_\_\_

**E-Mail Address** \_\_\_\_\_

**Advertising Advisor's Name** (Faculty Advisor) \_\_\_\_\_

**Phone Number** \_\_\_\_\_ **Fax Number** \_\_\_\_\_

**E-Mail Address** \_\_\_\_\_

**Graphics/Production Manager's Name** (Will Receive Ad Material) \_\_\_\_\_

**Phone Number** \_\_\_\_\_ **Fax Number** \_\_\_\_\_

**E-Mail Address** \_\_\_\_\_

(We will send ad material in PDF format to the email listed for the above contact)

**General Mailing Address** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Career Center Contact Name** \_\_\_\_\_

**Phone Number** \_\_\_\_\_ **Fax Number** \_\_\_\_\_

**E-Mail Address** \_\_\_\_\_

**Do you offer online advertising? Y/N** \_\_\_\_\_

**If you offer online advertising please include your online rate card.**

**Display Advertising Information**

If ads are sold per column inch, what is the Alloy M+M NET Column Inch rate to your publication? \* \$ \_\_\_\_\_  
 (Please note: All rates provided here are subject to negotiation.)

If ads are sold per column inch, what is your 2007-2008 published Rate Card National Column Inch rate? \$ \_\_\_\_\_

If advertising is sold by modular units, please indicate exact dimensions (in inches, W x H), and the 2007-2008 National Rates

<u>Unit</u>	<u>Horizontal Exact Ad Size</u>	<u>Vertical Exact Ad Size</u>	<u>Alloy M+M NET Rate*</u>	<u>Net Rate Card Rate</u>
Full Page	_____	_____	\$ _____	\$ _____
3/4 Page	_____	_____	\$ _____	\$ _____
2/3 Page	_____	_____	\$ _____	\$ _____
1/2 Page	_____	_____	\$ _____	\$ _____
1/3 Page	_____	_____	\$ _____	\$ _____
1/4 Page	_____	_____	\$ _____	\$ _____
1/8 Page	_____	_____	\$ _____	\$ _____

\*This is where to show the AM+M Rate discount being supplied exclusively to AM+M. Questions regarding this aspect of the survey can be entertained by calling one of our Media Negotiators at 212-244-4307.

If you accept color advertisements, please indicate the AM+M NET rate to your publication:

<u>Color Type</u>	<u>Accepted</u>	<u>Alloy M+M NET Rate*</u>	<u>Net Rate Card Rate</u>
1 Color + Black	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____	\$ _____
2 Colors + Black	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____	\$ _____
4 Color/Full Process	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____	\$ _____

Do you offer Front Page ROP(Print) Banner ads? Y/N \_\_\_\_\_

	<u>Horizontal Exact Ad Size</u>	<u>Vertical Exact Ad Size</u>	<u>Alloy M+M NET Rate*</u>	<u>Net Rate Card Rate</u>
If so,	_____	_____	\$ _____	\$ _____

Do you offer Premium Positioning? Y/N \_\_\_\_\_

If so, what is the additional cost? Inside Front Cover \_\_\_\_\_

Inside Back Cover \_\_\_\_\_

Back Cover \_\_\_\_\_

**Two Page Spreads / Double Trucks**

Do you offer two-page spreads? (i.e. double-truck ads)  Yes  No

What is the exact size of a two-page spread, including the gutter? (in inches, W x H) \_\_\_\_\_

What is the Alloy M+M NET rate to your publication for a B/W two-page spread? \$ \_\_\_\_\_

What is the Alloy M+M NET rate to your publication for a 4-Color two-page spread? \$ \_\_\_\_\_

**Pre-Printed Insert Information**

Does your publication accept pre-printed inserts?  Yes  No

Does your publication accept pre-printed inserts containing product samples (e.g. CD-ROMs, etc.)  Yes  No

What is the maximum run of inserts accepted per issue? \_\_\_\_\_ Minimum Run? \_\_\_\_\_

What is the maximum insert size? (In inches, W x H) \_\_\_\_\_ Minimum Size? \_\_\_\_\_

If there is a charge for folding, what is the Net rate? \_\_\_\_\_

Please list any restrictions regarding inserts and if you need a sample? \_\_\_\_\_

How do you prefer to receive your FSI deliveries?  Skids (pallets) only  Boxes only  No preference

What is the AM+M NET rate to your publication per thousand (CPM) for the following insert sizes? *(Remember to factor the discount previously provided in the display ad section.)*

Size	Cost per Thousand	Size	Cost per Thousand	Size	Cost Per Thousand
2 Page (Single Sheet)	_____	12 Page	_____	24 Page	_____
4 Page	_____	16 Page	_____	28 Page	_____
8 Page	_____	20 Page	_____	32 Page	_____

**To what address should we ship pre-printed inserts? (Very Important)**

Company Name \_\_\_\_\_ Address \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_

**Display Advertising Discount Information**

Do you offer frequency and/or bulk discounts, without a signed contract?  Yes  No

If yes, please indicate that you will accept the provided discount plan below left by checking yes, or provide details of your own in the space provided below right. Please note that these discounts will be taken from the agreed Net inch rate for AM+M.

<input type="checkbox"/> <b>Yes, I agree to the following</b>	<b>OR</b>	<input type="checkbox"/> <b>Frequency discounts offered:</b>																												
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Do you offer bulk/volume discount contracts to national agencies?  Yes  No

Who should our personnel contact to sign a contract? Name \_\_\_\_\_ Phone \_\_\_\_\_

**Deadline Information**

How many business days prior to run date do you require:

Space reservations for ROP ads?	Number of Days Prior: _____	Time of Day: _____
Receipt of material for ROP ads?	Number of Days Prior: _____	Time of Day: _____
Space reservations for pre-printed inserts?	Number of Days Prior: _____	Time of Day: _____
Receipt of material for pre-printed inserts?	Number of Days Prior: _____	Time of Day: _____

**Special Issues**

Please indicate your 2007-2008 special issues. If rates and/or sizes are different, please provide details on a separate sheet  
Or feel free to attach a list of your special issues and dates when returning this survey.

<u>Issue Name</u>	<u>Distribution Date</u>	<u>Space Deadline</u>	<u>Material Deadline</u>	<u>Circulation</u>	<u>Regular Display Rate?</u>	<u>Regular Insert Rate?</u>	<u>Regular Size/Format?</u>
Mail Home Orientation Issue	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
On-Campus Orientation Issue	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Fall Back to School Issue	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Homecoming Issue	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Fall Final Exams Issue	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Fall Graduation Issue	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Spring Back to School Issue	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Spring Break Issue	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Spring Final Exams Issue	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Spring Graduation Issue	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Sports Issue	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Sports Issue	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Travel Issue	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Holiday Issue	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Parents Weekend	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Job Fair/Career Issue	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Weekly Ent. Supplement	_____	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

Please try and provide the academic term dates for the following:

2007-2008: Fall Start \_\_\_\_\_ Fall Finals \_\_\_\_\_ Spring Start \_\_\_\_\_ Spring Break \_\_\_\_\_ Spring Grad \_\_\_\_\_  
 2008-2009: Fall Start \_\_\_\_\_ Fall Finals \_\_\_\_\_ Spring Start \_\_\_\_\_ Spring Break \_\_\_\_\_ Spring Grad \_\_\_\_\_  
 2009-2010: Fall Start \_\_\_\_\_ Fall Finals \_\_\_\_\_ Spring Start \_\_\_\_\_ Spring Break \_\_\_\_\_ Spring Grad \_\_\_\_\_

Please circle your scheduled run dates below for the 2007-08 academic year.

**August 2007** 1

S	M	T	W	Th	F	Sa
			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	

**September 2007** 2

S	M	T	W	Th	F	Sa
						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 2007** 3

S	M	T	W	Th	F	Sa
	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 2007** 4

S	M	T	W	Th	F	Sa
				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 2007** 5

S	M	T	W	Th	F	Sa
						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					

**January 2008** 6

S	M	T	W	Th	F	Sa
		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 2008** 7

S	M	T	W	Th	F	Sa
					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 2008** 8

S	M	T	W	Th	F	Sa
						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 2008** 9

S	M	T	W	Th	F	Sa
		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 2008** 10

S	M	T	W	Th	F	Sa
				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

**June 2008** 11

S	M	T	W	Th	F	Sa
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					

**July 2008** 12

S	M	T	W	Th	F	Sa
		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		



151 W. 26<sup>th</sup> Street, 9<sup>th</sup> Floor, New York, NY 10001 – Phone (212) 244-4307 Fax (312) 429-3376 or (212) 401-0071

## PREPAYMENT DISCOUNT FORM

- Yes, I will allow AM+M to have the option of providing prepayment for all or a portion of our insertion orders with a 10% Discount.
- Yes, I will allow AM+M the option of paying for all of our insertion orders with a 5% discount, within 7 working days of tear sheet received date.
- Yes, I will allow AM+M to take a 2.5% discount for payment within 30 days following proof of publication received date.
- No, I will not allow AM+M to take a discount for prepayment. I will be paid 45 to 60 days from tear sheet received date.

*\*\*Please understand that this discount isn't connected to the display/insert discount. This discount is for any type of insertion whether it is for display or inserts, and extends to the color charge as well. It is basically a discount to us for sending payment in advance, opposed to us paying after receiving the tear sheets.*

### TERMS OF PAYMENT

- 1) The prepayment discount will be applied after all other applicable commissions and frequency or volume discounts have been subtracted.
- 2) My publication agrees to provide AM+M with tear sheets or other requested proof of publication within 7 working days following publication.
- 3) AM+M will allow a grace period of 30 days during which proof of publication must be received. If proof of publication is not received within this grace period my account for prepayment may be placed on hold. If this situation continues my publication will be dropped from prepayment.
- 4) My publication's rates will not be raised to offset this incremental discount.
- 5) Starting in May of the school year my publication will need to begin sending statements for anything that is still pending on the account. This will ensure all Insertion orders are received and paid for.
- 6) This contract is valid until written notification of termination by either party.

\_\_\_\_\_  
**Authorized Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Print Name**

\_\_\_\_\_  
**School Name**

\_\_\_\_\_  
**Publication Name**

**\*\*PLEASE PRINT CLEARLY\*\***