

# The Cadet

*The independant voice of the corps of cadets and alumni since 1907*

**Benefits of your Sponsorship:** Your sponsorship will directly support the charitable and educational purposes of The Cadet in its mission to support the journalistic pursuits in publishing the student-produced and alumni supported medium of news and information that will enhance the bond between these two essential groups. Your support will enhance the academic, military, intellectual and professional development experiences of its cadet members interested in careers in journalism or related fields as well as offer leadership opportunities to practice academic, military, and personal skills.

## Sponsorship Levels, Specifications and Policies

### Display Sponsorship Levels

	Black Only	Full Color
Full Page	\$400	\$495
Half Page	220	315
Quarter Page	120	170
Sixth Page	85	120
Eighth Page	65	90
Tenth Page	55	
Sixteenth Page	35	70

Open Per Column Inch Rate \$10.00

Open Color Rate: \$95 (Process color)  
(Spot single color charged process color rate)

National Rate: Advertising agencies may sponsor at a local rates plus a factor of .1765.

**To purchase a sponsorship or for more information contact us: [sponsor@cadetnewspaper.com](mailto:sponsor@cadetnewspaper.com)**

### Discounts

Frequency: Sponsors placing for multiple consecutive editions on one order may receive frequency discounts. Discounts available with signed contracts or insertion orders. Failure to fulfill agreed insertions will result in re-rating of completed ads to conform to actual number of ads run.

2X -3X: 5%

4X-6X: 9%

All editions in given academic year (min. 12 editions): 15%

Big Events Package (Matriculation, Parents' Weekend, Homecoming, Ring Figure, Breakout and Commencement issues) 12% (Minimum ad size - Sixth Page)

Prepayment Discount: 5%

### Mechanical Specifications

Page Printed Area:  
9.98" wide x 16" tall

Column Width: 2.36"  
Gutters: .18:

High resolution PDF or JPG files acceptable. Ads created in MS Publisher, MS Word or other non-professional software are not acceptable.

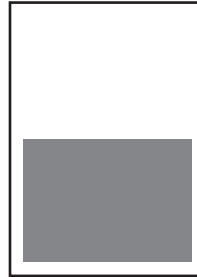
**MINIMUM resolution for any photos or graphics provided is 300dpi**

## Sponsor Copy Sizes

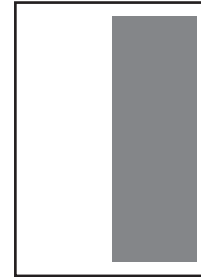
Full Page	9.98" X 16"
Half Page	
Horizontal	9.98" X 8"
Vertical	4.9" X 16"
Quarter Page	
Horizontal	9.98" X 4"
Vertical	4.9" X 8"
Sixth Page	
Horizontal	7.44" x 3.5"
Vertical	4.9" x 5.33"
Eighth Page	4.9" x 4"
Tenth Page	4.9" x 3"
Sixteenth Page	2.36" x 4"



**Full Page**



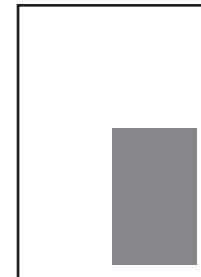
**Half Pg Horizontal**



**Half Pg Vertical**



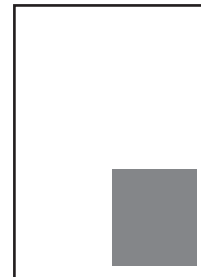
**Quarter Pg Horizontal**



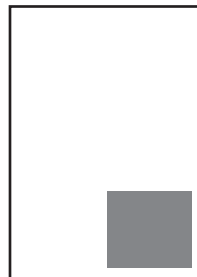
**Quarter Pg Vertical**



**Sixth Pg Horizontal**



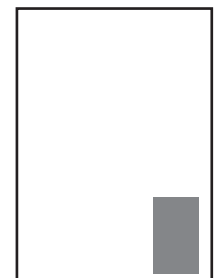
**Sixth Pg Vertical**



**Eighth Page**



**Tenth Page**



**Sixteenth Page**

## Sponsorship Policies:

Publisher reserves the right to reject any sponsorship without explanation. Sponsor charges will be invoiced monthly. Credit applications may be required to grant credit.

Credit terms are net payment due in 30 days. Non-payment of accounts may subject advertiser to legal action under the credit laws of the Commonwealth of Virginia.

The VMI Cadet produces in print and digitally. Publisher may determine which issues will be in print and which digital. Sponsorship rates apply regardless of print or digital format. Print editions are also distributed as digital editions online. The additional digital editions produced with print editions do not incur a separate charge.