



The Trinity Tripod

Spring 2021 Rate Card

On behalf of our entire staff, welcome to *The Trinity Tripod* community. Trinity College is a selective, private, liberal-arts college of 2,400 students located in Hartford, Conn. Since 1904, *The Tripod* has been a part of the greater Trinity College community with print issues distributed to students, faculty, staff, and alumni. We look forward to working with you to introduce your business or organization to the Trinity College community.

The rates for the current semester, **Spring 2021**, are printed below:

Dimensions (Inches) (Height x Width)	Standard	Non-Profit (Discount)	Hartford County	Hartford County (Non-Profit)	Trinity College Department	Trinity College Student Organization
Full Page (10.25 X 15)	\$150	\$100	\$100	\$75	\$75	\$50
Half Page (10.25 X 7.5)	\$75	\$60	\$60	\$40	\$40	\$30
Quarter Page (4 X 7.5)	\$30	\$25	\$25	\$20	\$20	\$15
Eighth Page (4 X 3.75)	\$15	\$12.50	\$12.50	\$10	\$10	\$10
Other Sizes (Per Column Inch)	\$2	\$1.75	\$1.75	\$1.50	\$1.50	\$1.25

Discounts

Advertisers who commit to placing multiple ads in *The Tripod* over the course of the semester will receive discounts, as follows

- Buy 3 ads: 5% off
- Buy 5 ads: 10% off
- Buy 10 ads: 15% off

Local business who offer discounts or specials to Trinity students or other members of the Trinity College community may be eligible for an additional discount.

Please contact *Div Gaur* (divyansh.gaur@trincoll.edu), *Business Manager*, for details.

Color

Color advertisements may be printed, but will incur a surcharge. Please contact *Div Gaur*, *Business Manager*, for more information.

Online Advertisements

The *Tripod* is pleased to offer advertisers with an opportunity to place advertisements in our weekly print issues and on our website. The *Tripod* has a page of classified advertisements, located on the website, tripod.domains.trincoll.edu, where advertisers can post their products and services.

The rates for the online advertisement on the classifieds page are printed below:

Duration	Standard	Non-Profit (Discount)	Hartford County	Hartford County (Non-Profit)	Trinity College Department	Trinity College Student Organization
Semester	\$300	\$200	\$200	\$180	\$180	\$150
Two Months	\$250	\$160	\$160	\$140	\$140	\$100
One Month	\$150	\$100	\$100	\$80	\$80	\$70
Two Weeks	\$100	\$75	\$75	\$60	\$60	\$50
Other Duration (Per Day)	\$15	\$13	\$13	\$10	\$10	\$8

Advertisers can also direct inquiries regarding rate adjustments, determined on a case-by-case basis, to our Editor-in-Chief at tripod@trincoll.edu.

Publishing Schedule

The *Tripod* is published on Tuesdays during the academic year. The *Tripod* is not published during break periods or on the week following Thanksgiving. Advertising space should be reserved by 5 p.m. on Wednesday preceding publication, and ad copy submitted by noon on Friday preceding publication.

Issue Date	Reserve Ad Space By	Submit Ad Copy By
March 2	February 25	February 27
March 9	March 4	March 6
March 16	March 11	March 13
March 30	March 25	March 27
April 6	April 1	April 3
April 13	April 8	April 10
April 20	April 15	April 17
April 27	April 22	April 24

* Issue dates are subject to change should a resurgence of coronavirus necessitate a change in the College's operations.

Advertising copy should be emailed as a digital attachment. To ensure the highest quality of publication, we request that you send us a TIF file (.tif) or Photoshop (.psd) in 300 dpi. *The Tripod* will print ads as they are submitted and is not responsible, or otherwise liable, for any mistakes in advertisements received. The editorial and business staff of *The Trinity Tripod* reserve the right to decline/remove any advertisement at any time and for any reason.

The Tripod will send you two tear sheets along with the invoice following publication. Payments may be made by check or money order payable to *The Trinity Tripod*. Payment terms are 30 days; late payments will incur a 10% fee.

By mail

*The Trinity Tripod
Trinity College
300 Summit Street
Box 702582
Hartford, CT 06106*

By email or Phone

*tripod@trincoll.edu
860-297-2584*

We look forward to working with you.