



# The Trinity Tripod

## Spring 2022 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 2022**, are printed below:

Dimensions (in inches) (Height x Width)	Standard	Non-Profit (Discount)	Hartford County	Hartford County (Non-Profit)	Trinity College Department	Trinity College Student Organization
<b>Full Page (10.25x15)</b>	\$150	\$100	\$100	\$75	\$75	\$50
<b>Half Page (10.25x7.5)</b>	\$75	\$60	\$60	\$40	\$40	\$30
<b>Quarter Page (4x7.5)</b>	\$30	\$25	\$25	\$20	\$20	\$15
<b>Eighth Page (4x3.75)</b>	\$15	\$12.50	\$12.50	\$10	\$10	\$10
<b>Other Sizes (Per Column Inch)</b>	\$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, coupons, or specials to Trinity students or other members of the Trinity College community may be eligible for an additional discount. Please contact [tripodads@trincoll.edu](mailto:tripodads@trincoll.edu), Business Manager, for details.

### Color

Color advertisements may be printed, but will incur a surcharge. Please contact the Business Manager ([tripodads@trincoll.edu](mailto:tripodads@trincoll.edu)) 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 our website [tripod.domains.trincoll.edu](http://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](mailto:tripod@trincoll.edu).

## Publishing Schedule

The *Tripod* is published on Tuesdays during the academic year. The *Tripod* is not published during break periods. 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
February 1	January 26	January 28
February 8	February 2	February 4
February 15	February 9	February 11
March 8	March 2	March 4
March 15	March 9	March 11
April 5	March 30	April 1
April 12	April 6	April 8
April 19	April 13	April 15
April 26	April 20	April 22

\*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.