



The Trinity Tripod

Fall 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 2,200 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, **Fall 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
Full Page (10.25x15)	\$150	\$100	\$100	\$75	\$75	\$50
Half Page (10.25x7.5)	\$75	\$60	\$60	\$40	\$40	\$30
Quarter Page (4x7.5)	\$30	\$25	\$25	\$20	\$20	\$15
Eighth Page (4x3.75)	\$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, 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, Business Manager, for details.

Color

Color advertisements may be printed, but will incur a surcharge. Please contact the Business Manager (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, 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. 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
September 13	September 7	September 9
September 20	September 14	September 16
September 27	September 21	September 23
October 4	September 28	September 30
October 18	October 12	October 14
October 25	October 19	October 21
November 1	October 26	October 28
November 8	November 2	November 4

*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.