The Towers

The Towers is the official student newspaper for Worcester Polytechnic Institute (WPI), located in Worcester, Massachusetts. We cover a wide variety of stories from international news to events taking place in the WPI community. In addition to regular news and sports, we publish features, humor, editorials, opinions, a weekly cartoon and sudoku puzzle.

The Towers publishes weekly during the school year on every Tuesday not following a major holiday or during finals’ week. Average circulation is 1200 issues per week on the WPI campus and in select locations adjacent to campus.

Rates

Advertisement cost is directly related to the amount of space required by your advertisement. This rate is $3.00 per square inch in the commonly available sizes shown below:

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Inserts $400 flat rate, printed inserts mailed to our printer

The fold occurs at approximately 8 inches, so sizes that are close to or taller than 8” may be folded. Any sizes taller than 12 inches will be billed as a complete page due to the fact we can not fit content under the advertisement.

A full page ad is 10 inches wide by 16 inches tall and $480.00 while a half page ad is 10 inches wide by 8 inches tall or vice versa and $240.00.

Restrictions

Unfortunately we can not accept advertisements for the following goods or services:

- Illegal (in the state that they are being sold)
- Pornography
- Firearms

Publication Schedule

A Term (August 23 - October 11)
1 August 19 (Sunday) New Student Issue
2 September 4
3 September 11
4 September 18
5 September 25
6 October 2

B Term (October 23 - December 13)
7 October 30 Halloween Issue
8 November 6
9 November 13
10 November 20
11 December 4 Winter Break Issue

C Term (January 10 - March 1)
12 January 15
13 January 22
14 January 29
15 February 5
16 February 12
17 February 19

D Term (March 11 - April 30)
18 March 19
19 March 26
20 April 1 (Monday) April Fool’s Issue
21 April 9
22 April 23

Submission Guidelines

- Please submit artwork in a publishable, digital format: PDF, PPT, Word, TIFF, JPG, GIF, EPS, etc.
- The Towers assumes no responsibility for fixing low resolution artwork or ads that include nonstandard fonts.
- An additional fee may be assessed if your ad does not meet sizing guidelines. You will be notified and given a chance to correct before we print the ad.

Deadlines

- Artwork and Insertion Orders are due at 5PM on Friday before the publication date.
- Sample inserts must be received 1 week prior to publication
- The Towers uses a 60-day billing cycle. All invoices must be paid within 60 days of invoice date.