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 $2.00 per square inch in the commonly available sizes shown below:

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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 $320.00 while a half page ad is 10 inches wide by 8 inches tall or vice versa and $160.00.

**Restrictions**

The Towers staff reserves the right to reject any advertisement prior to billing if we deem it to be inappropriate. If you have any questions regarding our policies, please feel free to email us: ads@wpi.edu

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**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
- Following publication of your advertisement, The Towers will send an IDT and Invoice with the advertising cost and Towers Account number filled out. Please sign the IDT, fill in any missing information, and mail it back to The Towers ATTN: SAO and return it at your earliest convenience.