



PATRIOT TALON AD SPACE REQUEST FORM

PATRIOT TALON ADVERTISING PROCEDURE

1. **SUBMIT PATRIOT TALON AD SPACE REQUEST FORM BY THE AD REQUEST DEADLINE** to Student Life and Leadership in UC 3400 or getconnected@uttyler.edu.
2. **WAIT FOR CONFIRMATION E-MAIL** from Student Life and Leadership including ad size, ad color, and publication date. (Only organizations that receive a confirmation from Student Life and Leadership will receive free Talon ad space.)
3. **SUBMIT APPROPRIATE AD TO ADS@PATRIOTTALON.COM BY AD SUBMITTAL DATE.** (An appropriate ad must be the correct size, color, and resolution. Details will be included in the confirmation e-mail.)

PLEASE SEE NEXT PAGE FOR TALON AD DATES, GUIDELINES, AND AD DETAILS.

Organization Name: _____

Authorized Representative: _____

Phone: _____ E-mail: _____

Advisor: _____ E-mail: _____

Ad Details (event name, date, time, location, color preferences, contact information, etc.): This information will be used by the Talon to create an ad if no ad is submitted by the Ad Submittal Date.

Publication Date (one publication date per form): _____

Please choose a color/size preference for your ad: 1/4 page color 1/4 page black & white web space

By submitting this form, you verify that you have read and agree to abide by the Patriot Talon Advertising Guidelines found on the back of this form. When submitting electronically, *ADVISORS MUST BE COPIED TO THE E-MAIL* and the e-mail must be sent from the *PATRIOTS ACCOUNT* of the authorized representative listed above.

Authorized Representative Signature (for hard copies) Date

Advisor Signature (for hard copies) Date

OFFICE USE ONLY

Registered Student Organization Confirmed Publication Date: _____ Ad Size & Color: _____
Approved By: _____ Date: _____ Date Confirmation Sent: _____

AD REQUEST DUE DATE (to getconnected@uttyler.edu)	AD SUBMITTAL DEADLINE (THURSDAYS) (to ads@patriottalon.com)	NEWSPAPER PUBLICATION DATE
August 18	August 22	August 26
September 6	September 8	September 13
September 20	September 22	September 27
October 4	October 6	October 11
October 18	October 20	October 25
November 1	November 3	November 8
November 22	November 24	November 29
December 6	December 8	December 13
January 24	January 26	January 31
February 7	February 9	February 14
February 28	March 2	March 7
March 21	March 23	March 28
April 4	April 6	April 11
April 18	April 20	April 25

PATRIOT TALON ADVERTISING GUIDELINES

- Ad space will be given on a first come first serve basis.
- Student Life and Leadership designates ad money specifically for registered student organizations. This money will **not** be used for any **off-campus events or entities, organizations that are not registered with UT Tyler, or organizations that receive Student Service Fees.**
- Organizations may request no more than one ad per issue, and ad expense may not be split between student organizations in order to secure a full page.
- Organizations may not request more than three ads per semester** unless additional ad space becomes available after the form submission deadline.
- All posting guidelines apply to ads in the Patriot Talon.
- This form must be submitted by the Ad Request Due Date.**
- Organizations or individuals will not be reimbursed for ad space purchased directly through the Patriot Talon.**
- Ads must be submitted to ads@patriottalon.com in picture format no later than the Ad Submittal Deadline.**
- Ads created by the Patriot Talon are for Patriot Talon use only, unless written permission is received.

AD DETAILS All ads submitted must be in pdf, jpeg, or tiff format. When creating an ad, please use 100% black text. If cyan, magenta and yellow are used in the black text, the print can look fuzzy when printed. Please see additional requirements below.

AD SIZE& COLOR
 1/4 Page Color
 1/4 Page Black & White

DIMENSIONS
 5.138" x 10.33"
 5.138" x 10.33"

RESOLUTION
 300 pixels
 150 pixels

Submit this request form to getconnected@uttyler.edu or to UC 3400 by the Ad Request Due Date.