

# HEDGE TRIMMER

*Humor Magazine*

## ADVERTISING TERMS AND CONDITIONS

HEDGE TRIMMER is University of Georgia's official student humor magazine, the first of its kind in the university's history. As a completely student-run publication, our goal is to provide the students, faculty, and community with high-brow, high-larious short form comedic entertainment. We specialize in humorous short stories, satirical headlines, and clever comics and illustrations from the perspective of today's most lucrative demographic: the college student. It is delivered in a monthly print and online format. We are one of the University's few student magazines that is not geared to a specific major, college, or type of student. We are also the only magazine providing comedic content to the UGA community, casting an audience net large enough to catch all students interested in a good laugh - by the numbers, that's 99% of the student body (the other 1% are humorless art majors).

This is your opportunity to reach one of the largest mainstream audiences of UGA accessible through a student publication. With growing readership daily and issues published monthly in-print and online, your message has the potential to reach thousands of students on campus and thousands on the web, where every issue is accessible forever and etrimmer.com. To reserve your space in this promising publication, email [thehedgetrimmermag@gmail.com](mailto:thehedgetrimmermag@gmail.com), 710-1795.

## ADVERTISING POLICY

Hedge Trimmer reserves the right to reject and/or cancel any advertisement. Advertisements for alcohol, tobacco, firearms and political groups are not accepted. The advertiser and their advertising agency assume full liability of advertisements printed and assume full responsibility for any claims made against the publisher.

## SPACE RESERVATIONS

Advertising contracts, insertion orders or written notice authorizing an advertisement to run must accompany or precede the arrival of advertising material. Guaranteed positions are contracted for inside the front page (Cover 2) and back page (inside, Cover 3, and outside, Cover 4) positions only. However, requested placement will be attempted based on space availability and the discretion of the publisher. Only ads that meet our design specifications will be accepted.

## PAYMENT

The advertiser and advertising agency are jointly and separately responsible for payment. Pre-payment is required. Ads will be pulled at the discretion of the Publisher for non-payment. Payment may be accepted in cash or check. All made out to "The University of Georgia," memo "The Hedge Trimmer."

## DIMENSIONS & MECHANICAL REQUIREMENTS

Digital data is required for all ad submissions. Preferred file format is PDF/X-1 a. However, other digital art will be accepted. High-resolution PDFs must be provided as CMYK with fonts and images embedded and sent via email to [thehetrimmermag@gmail.com](mailto:thehetrimmermag@gmail.com). Ads submitted as hard copy will be scanned for use.

HEDGE TRIMMER is printed in full color on FSC-certified and acid-free paper with a full bleed on the pages. Final trim size is 5.25 x 8.25 inches and bleed size is 5.5 x 8.5 inches. Live material must be kept 1/4 inch from the trim.

## DISTRIBUTION

THE HEDGE TRIMMER is distributed and made available to all students, as well as selected faculty, administrative staff, and alumni of the University of Georgia, Athens, Georgia once a month at high-traffic areas of campus. THE HEDGE TRIMMER may be viewed online anytime at [thehedgetrimmer.com](http://thehedgetrimmer.com).

## AD RATES

PLEASE NOTE: ALL AD RATES REFLECT 4 COLOR PRINTING PROCESS AND FULL PAGES INCLUDE BLEED. NO DISCOUNTS FOR B&W.

\$20- Half Page

\$30- Full Page

\$35- Half Back Cover

\$45- Full Back Cover

The following dimensions are required for your ad given your ad selection.

### SELECTION

### DIMENSION REQUIREMENTS

Cover 4, 3, 2, and Full Page	5.25" x 8.25"
1/2 Page	5.25" x 4.125" horizontal 2.625" x 8.25" vertical
1/4 Page	2.625" x 4.125"

## DEADLINES

**NOTE: DEADLINES ARE APPROXIMATE AND SPACE IS AVAILABLE ON A FIRST-COME FIRST-SERVED BASIS!**

Issues are sent to the publisher the first of the month. All Advertisements must be accepted and received by the 20th day of the previous month.

### ISSUE

October 1st

December 1st

### DEADLINE

October 20th

December 20th