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: ________________
## 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.

<table>
<thead>
<tr>
<th>AD SIZE &amp; COLOR</th>
<th>DIMENSIONS</th>
<th>RESOLUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 Page Color</td>
<td>5.138” x 10.33”</td>
<td>300 pixels</td>
</tr>
<tr>
<td>1/4 Page Black &amp; White</td>
<td>5.138” x 10.33”</td>
<td>150 pixels</td>
</tr>
</tbody>
</table>

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