

Campus Conveniences, Inc.
D.B.A. Spectrum
303 University Place
P.O. Box 60
Syracuse, New York 13210
(315) 443-2773

Dear Merchant,

Your business has the opportunity to tap one of the largest consumer groups in Syracuse once again. The Syracuse University student population of approximately 18,000 will be returning to SU for the Spring 1989 semester and *they will be using the Money to Burn coupon booklet.*

An advertisement in **Money to Burn** will refamiliarize students with the goods and services your business supplies to the Greater Syracuse area. Also, **Money to Burn** benefits the area, the students, and most importantly, you, the merchant.

Campus Conveniences is publishing the Spring 1989 **Money to Burn** coupon booklet for the same inexpensive price as the Fall 1988 booklet. It costs \$175.00 for a business to place an advertisement in all 18,000 **Money to Burn** booklets. This cost amounts to approximately 1¢ per student reached. *This price includes all typesetting, design, and layout you desire for your coupon, too.*

Enclosed is an advertising agreement explaining the details of this offer. I will be calling you in the near future to discuss this in further detail. If you are interested, or have any questions about **Money to Burn**, please feel free to contact me at 443-3455, Monday-Friday, 10 am to 6 pm.

Don't miss your chance to be a part of Money to Burn again! Thank You.

Sincerely,

Julie Gittens
Coordinator/Money to Burn

**Spring 1989, MONEY TO BURN
ADVERTISING AGREEMENT**

This agreement, made on, (date) _____ between Campus Conveniences, Inc. 303 University Place, Syracuse, New York, 13244, 443-3455, hereinafter referred to as Seller, and (name) _____, (phone) _____, (address) _____, hereafter referred to as Buyer, provides for the inclusion of a coupon advertisement within the Spring 1989 **MONEY TO BURN** coupon booklet in accordance with the following covenants and conditions:

THE SELLER SHALL:

1. Devote one 3"x6" (approximate size) coupon page in the Spring 1989 **MONEY TO BURN** coupon booklet to a special bargain offered to the Buyer.
2. Design one 2½"x5½" (approximate size) advertisement for the Spring 1989 **MONEY TO BURN** coupon booklet in accordance with the specifications prepared by the Buyer at no additional charge to the Buyer.
3. Reserve the absolute right to reject any advertisement submitted by the Buyer that is deemed unacceptable.
4. Reserve the right to cancel publication of the Spring 1989 **MONEY TO BURN** coupon at any time with a full cash refund to the Buyer.
5. Distribute eighteen thousand (18,000) copies of the Spring 1989 **MONEY TO BURN** coupon booklet free of charge to Syracuse University students during Registration (January 16, 17, 18, 1989) and throughout the Spring 1989 semester.
6. Allow the Buyer a discount of twenty-five dollars (\$25.00) on the full purchase of two-hundred dollars (\$200.00) upon receiving payment of one-hundred and seventy-five (\$175.00) from the Buyer on or before January 31, 1989.

THE BUYER SHALL:

1. Provide advertisement copy and design specifications for one 2½"x 5½" black and white coupon advertisement.
2. Submit to the Seller the aforementioned advertisement specifications together with a signed copy of this contract, *on or before November 15, 1989.*
3. Honor the said special bargain until the expiration date which the Buyer shall designate on the **MONEY TO BURN** coupon advertisement copy.
4. Not hold the Seller liable for any problems caused by the printer/publisher.
5. Pay the Seller two-hundred dollars (\$200.00) for said **MONEY TO BURN** coupon advertisement by February 17, 1989, unless the Buyer takes advantage of the aforementioned discount by paying the Seller one-hundred and seventy-five dollars (\$175.00) on or before January 31, 1989.
6. Provide the Seller with the name, address, and phone number of and authorized individual who may be contacted by the Seller in case of questions or problems.

The authorized individual for the Buyer shall be: (Print)

(Name) _____

(Address) _____

(Phone) _____

On behalf of the Buyer:

(Name) _____

(Title) _____

(Date) _____

On behalf of the Seller:

(Name) _____ (L.S.)

(Title) _____

(Date) _____

Dear *Dan,*

14 Dec. 88

Enclosed you will find an exact copy of the coupon that will be in our Spring 1989 Money to Burn coupon booklet. This copy is for your review. If you find any changes that need to be made, please make them on the copy and sign the appropriate section below. If every thing is to your satisfaction, please sign the respective area.

Once you have reviewed the copy and signed below, please return the bottom section to:

Alteracts
P.O. Box 84
University Station
Syracuse, New York 13210

Thank you,

Julie Gittens

Julie Gittens
Coordinator

I am satisfied with the copy of the coupon you sent me. I agree to have it placed in the Spring 1989 Money to Burn coupon booklet.

Signature

Date

I am dissatisfied with the copy of the coupon you sent me. The changes were made on the copy. I have enclosed the corrected copy to be revised.

Signature

Date

MONEY TO BURN

COUPON SPECIFICATIONS

PLEASE COMPLETE AND RETURN

Please print as to appear in advertisement:

Name of business Inn Complete

Address South Campus

Phone _____

*Coupon expiration date May 15, 1989

Bargain offered 50% off draft beer or soda

Basic coupon design:


50% OFF ANY DRAFT BEER OR SODA*
on Monday thru Wednesday

* 1 coupon per customer per visit

All fee-paying SU grads and club members FREE.
\$1.00 cover for Guests (21 years).
One coupon per visit.

HOURS: M&T 8pm—1:30am
W—Sat 5pm—1:30am

Offer Expires 5/15/89



Inn Complete EST. 1987

Lower Level Skybarn
South Campus

Additional comments (if necessary) We're going to use the same map as last year.

Advertising reservation form

INTERTWINE

The Magazine of the Association of International Students at S.U.
126-T Schine Student Center
Syracuse, N.Y 13244
(315) 443-1439

DEAR LOCAL MERCHANT

INTERTWINE is a student fee funded multi-cultural magazine published by the Association of International Students at Syracuse University (AISSU). It provides a thorough examination of topics of concern from an international perspective.

CIRCULATION is 2,500 copies distributed freely to all campus areas, local business areas as well as mailed to other similar organizations on other campuses and to individuals including the Mayor's office.

PUBLICATION is one issue per semester and for the last two years there has been a summer issue.

ADVERTISEMENT INFORMATION:

- A. Printed Page measures 8 1/2 x 11 inches.
- B. Merchant must furnish black and white completed advertisement.
- C. The furnished copy must be original art-work or camera-ready copy.
- D. The contents must not be incongruent to the decency of an academic environment.
- E. Advertising rates are as follows:

Inside Back or Front Cover:	\$175.00
Full Page:	\$115.00
One Half Page:	\$ 60.00
One Quarter Page:	\$ 35.00
- F. Payments must be paid in full (cash/money order/check) upon presentation of request.
- G. Appearance of the advertisement is based on availability of space on first-come basis.
- H. INTERTWINE is only liable for a full refund upon a mistake in printing of an advertisement.
- I. INTERTWINE is only liable for a full refund upon a non-appearance of an advertisement.
- J. INTERTWINE will provide one copy of the magazine to the advertising merchant.
- K. A receipt will be issued to the merchant upon furnishing of the advertisement and payment.

Advertising reservation form

INTERTWINE

I -----, the owner/manager of The Inn Complete,
have agreed to run a Full-Page advertisement at the
Inside Cover
cost of \$175.00. I understand that this advertisement is to be
run in the 1988 fall issue of the INTERTWINE Magazine. I have
also read the terms of the agreement provided on the previous
page and I fully accept them.

Signature,

Date, 4/30/88

TO: The Board of Directors

FROM: The advertising committee

DATE: 3-9-88

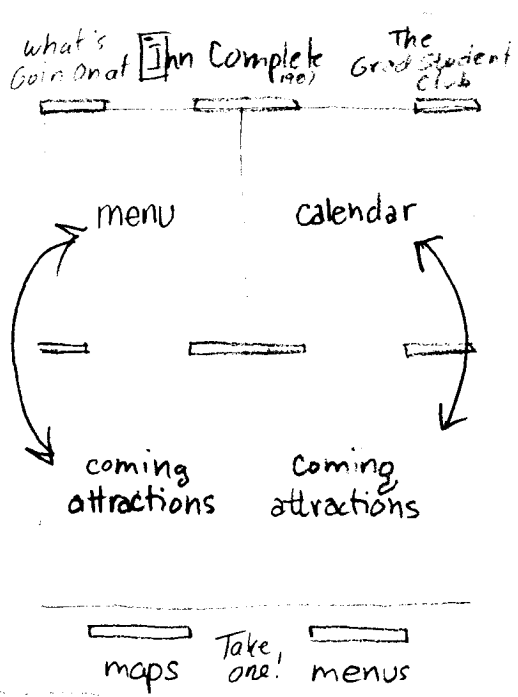
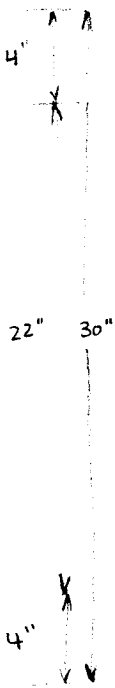
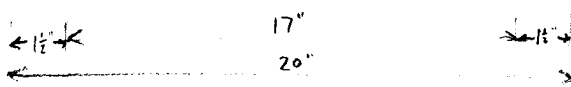
This note is a proposal to The Board regarding advertising funds. Unfortunately, as of approximately March 20th we will have no more money in our advertising budget. This situation has come to our attention quite suddenly and was not planned or expected. In any case, if we are to continue advertising for the remainder of the semester, we will be needing more funds. I have estimated a high and low figure based on predicted expenditures from March 20th through May 8th. These minimum and maximum amounts are as follows:

<u>Minimum</u>	<u>Maximum</u>
\$980.00	\$1550.00

The "Minimum" figure is based on only one ad a week with expenses for typsetting and a few promotional flyers. The "Maximum" figure includes up to two ads a week and occasional special advertisements. We realize that this is a large amount of money to come up with, however the more we receive the better off we will be. For example, if about \$1200 - \$1300 could be found we should be able to do what we have planned.

Thank you for your consideration,

Dan & Ashish



- .80 poster board (22x28) or
- 2.60 hot press illustration board * (20x30) or
- 3.85 foam core (30x40) white
- 6.25 foam core (30x40) colored

5 depts. (5-8)
2:00 deadline on D.O. Ad

PLAN #1	PLAN # 2 *	PLAN # 3	
.80/ea	2.60/ea	3.85/ea or 6.25/ea	board
2@ .25 (no handout binders)	3@ .25 (includes binders - "take one")	3@ .25	binders
1.50 estimate	3.00 estimate	2.00 estimate	adhesive
poster board w/logo • 2 space for four flyers • binders to hang flyers from.	hot press illustration board • logo and headlines • 2 clearly labeled flyer areas - see picture • handout binders •	foam core board • logo, headlines • 2 labeled flyer areas • 3 handout binders •	
est. cost - 2.80 ea	6.35 ea	6.60 ea	- materials

Notes

- 1 in depts. w/ bulletin board room, 2 see #3
binders not needed. thumbtacks
- 3 cost of printing up flyer area labels will be spread out over entire project
assuming full implementation of plan is chosen, cost ≈ 5.00



The Graduate Student Club
at Syracuse University

Skybarn, South Campus, Syracuse, NY 13210 (315) 443-1102
134 Schine Student Center, Syracuse, NY 13210 (315) 443-3739

Sept. 28, 1990

Dear GSO Senate Member / Dept. Chair:

Sorry about the generic / form letter, but I needed to do this *en masse*. I have recently been made aware of a problem with our advertising - namely, there are still graduate students who have not yet been to or even heard of the Inn Complete! I, being the advertising director for the Club, take the blame upon myself - I've neglected you, my people! In order to rectify this unbearable situation, I would like to suggest a plan. (actually, it's a power grab - but hey! a small one at best.) I would like to suggest placing a "point of information"-style board, permanently mounted, in certain (eventually all) departments; with room for two to four flyers; clearly labeled with the name of the Club emblazoned across the top for all to see, so that we at the Inn can be somewhat certain that we are reaching you, so that we can establish a semi-permanent presence in the only places from which we can draw our clientele, and so that our flyers don't get lost in the shuffle of bland memos and such (we use plain white bond due to recycling concerns). Also included in this deal is a guarantee that you don't have to search through a stack of papers in order to quickly check and see if anything interesting is going on at the Club.

I still need to work out all the bugs in this plan, but I need your help. If you could spare a minute of your time to fill out the enclosed survey and drop it in campus mail, it would mean a great deal to me. Time is of the essence, so speedy cooperation is appreciated. Thanks for everything!!


Steve Champeon
Advertising Director