

# thecollegian

2017-18 ADVERTISING RATE SHEET

## BASE RATES

**\$5.60 \$6.80**

**B&W**  
per column inch

**Color process**  
per column inch

## BUSINESS CARD ADS

The Collegian offers business card-sized black and white ads at a special, discounted rate of \$30. No other discounts can be applied toward the ad.

## CLASSIFIED ADS

The Collegian offers classified ads at a rate of \$10 for 50 words. Each additional word is 10 cents extra. A photo can be added to the ad for \$5 extra.

## DISCOUNTS

A **10 percent** discount is given off the advertising prices for a four issue run over the course of the semester. The ads do not have to run back to back issues.

A **20 percent** discount is given off the advertising price for a seven issue run over the course of a year. The ads do not have to run in back to back issues, however, if the ads run over two semesters, the advertiser will have two contracts — one for each semester.

A **15 percent** discount is available to campus clubs or organizations wishing to advertise in *The Collegian*.

A **10 percent** discount is offered for local organizations or businesses wishing to advertise in *The Collegian*. We consider “local” businesses to include those with company headquarters inside San Joaquin County, a satellite office does not count.

**DISCOUNTS CANNOT BE COMBINED.** Advertisers will receive whatever is the greater of the discounts the business or organization qualifies.

## OTHER CONSIDERATIONS

The Collegian reserves the right to refuse ads based on content. Ads wishing to be placed after deadline will be given consideration only if space is available.

## POPULAR SIZES

**FULL PAGE**  
**10 x 15**  
**\$850 B&W**  
**\$1,020 Color**

**HALF PAGE**  
**10 x 7.5**  
**\$420 B&W**  
**\$510 Color**

**CORNER**  
**3.95 x 7.5 or 6 x 7.5**  
**\$162 or 197 B&W**  
**\$252 or \$306 Color**

**RUNNER**  
**10 x 4**  
**\$224 B&W**  
**\$272 Color**

## CUSTOM AD SIZES

Custom ad sizes are available. Contact *The Collegian* at (209) 954-5156 or [tcuslidge-staiano@deltacollege.edu](mailto:tcuslidge-staiano@deltacollege.edu) to see if your ad size can be accommodated.

## SPRING 2018 PUBLISHING CALENDAR & AD DEADLINES

### Feb. 9

Contract: Sept. 2 Art: Feb. 5

### Feb. 23

Contract: Feb. 16 Art: Feb. 20

### March 9

Contract: March 2 Art: March 5

### April 6

Contract: March 30 Art: April 2

### April 20

Contract: April 13 Art: April 16

### May 4

Contract: April 27 Art: April 30