

thecollegian

2018-19 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 to see if your ad size can be accommodated.

FALL 2018 PUBLISHING CALENDAR & AD DEADLINES

Sept. 14

Contract: Sept. 7 Art: Sept. 11

Oct. 26

Contract: Oct. 19 Art: Oct. 22

Sept. 28

Contract: Sept. 21 Art: Sept. 17

Nov. 9

Contract: Nov. 2 Art: Nov. 5

Oct. 12

Contract: Oct. 5 Art: Oct. 9

Dec. 7

Contract: Nov. 30 Art: Dec. 3