

REPORTER

AMERICA'S ONLY FOUR COLOR WEEKLY COLLEGE MAGAZINE

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ADVERTISING RATE CARD 2008-2009

Publication Dates

Fall Quarter

September 5, 12, 19, 26
October 3, 10, 17, 24, 31
November 7

Winter Quarter

December 5, 12, 19
January 9, 16, 23, 30
February 6, 13, 20

Spring Quarter

March 13, 20, 27
April 3, 10, 17, 24
May 1, 8, 15

Rates

BLACK/WHITE	Rate
Full Page	\$390
1/2 Page	\$200
1/4 Page	\$105

**Eighth and Spread sizes not available for Black/White ads **

FULL COLOR	Rate
Spread (2 pg)	\$1000
Full Page	\$550
1/2 Page	\$285
1/4 Page	\$150
1/8 Page	\$80

Full back cover: **additional 20%**
Inside front cover: **additional 10%**
Inside back cover: **additional 8%**

Discounts

Save **5%** on all ads booked
at least two (2) weeks in advance;
Save **15%** when booking
four (4) or more ads at a time.

<u>Ad Sizes</u>	[wide]	[tall]
Full Page	8.25"	x 10.5"
1/2 Page (W)	8.25"	x 5.25"
1/2 Page (T)	4.125"	x 10.5"
1/4 Page	4.125"	x 5.25"
1/8 Page	4.125"	x 2.625"

***For better quality**, please include an
1/8" bleed on all ads.*

Publication Requirements

Reporter is 4 columns wide by 10" tall. A full *Reporter* page is 8.25"x10.5". Acceptable image formats are TIFF, PDF, EPS, Photoshop (PSD), or Illustrator (AI) in grayscale or CMYK modes. PDF is the preferred format for submission. Please include fonts. *Reporter* recommends submitting artwork digitally by email at the above address. Image resolution should be at least 300 dpi. Ads too large will be shrunk to fit; shrinking may distort your image.

Ad material is due 8 days prior to publication date.

No changes can be made during the week prior to publication.

****All ads must be submitted by 5 p.m. Thursday, a week before the issue is published.****

Any ads not submitted by deadline will not be placed in the issue.

All submitted insertion orders are binding agreements that we will reserve a spot for you in the indicated issue. If you fail to submit the corresponding ad material, you will be charged for the space that was reserved for your ad.