

# 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	RIT Rate
Full Page	\$220
1/2 Page	\$110
1/4 Page	\$55

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

FULL COLOR	RIT Rate
Spread (2 pg)	\$675
Full Page	\$355
1/2 Page	\$175
1/4 Page	\$90
1/8 Page	\$50

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.