

AMERICA'S ONLY FULL COLOR

REPORTER

WEEKLY COLLEGE MAGAZINE

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ADVERTISING RATE CARD 2011-2012

Publication Dates

Fall Quarter

September 28

October 5, 12, 19, 26

November 2, 9

Rate Rates

	B&W	Color	Ad Sizes [wide] [tall]
Full back cover	\$520	\$1100	Full Page 8.25" x 10.5"
Inside front cover	\$475	\$735	1/2 Page (W) 8.25" x 5.25"
Inside back cover	\$465	\$675	1/2 Page (T) 4.125" x 10.5"
Full Page	\$430	\$610	1/4 Page 4.125" x 5.25"
1/2 Page	\$220	\$315	1/8 Page 4.125" x 2.625"
1/4 Page	\$115	\$170	*For better quality, please include an 1/8" bleed on all ads.*
1/8 Page	\$85	\$90	
Spread	\$825	\$1100	

Online Ad Sizes (see reportermag.com)

- 250 x 250 IMU Square
- 240 x 400 IMU Vertical Rectangle
- 234 x 60 IMU Half Banner
- 468 x 60 IMU Full Banner
- 728 x 90 IMU Leaderboard

Online Rates

\$50 per ad/per week for all sizes.

\$30 per ad/per week with purchase of any print advertisement.

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.

REPORTER MAGAZINE, 37 LOMB MEMORIAL DRIVE, ROCHESTER, NEW YORK 14623