

# REPORTER

AMERICA'S ONLY FOUR COLOR WEEKLY COLLEGE  
MAGAZINE

Julia E. Morrow, Advertising Manager. ads@reportermag.com, 585-475-2213 (P)

## ADVERTISING RATE CARD 2012-2013 (RIT)

### Publication Dates

#### Fall Quarter

September 28

October 5, 12, 19, 26

November 2, 9

### Rates

	<b>B&amp;W</b>	<b>Color</b>	<b>Ad Sizes</b>	[wide]	[tall]
Full back cover	\$290	\$475	Full Page	8.25"	x 10.5"
Inside front cover	\$270	\$435	1/2 Page (W)	8.25"	x 5.25"
Inside back cover	\$260	\$425	1/2 Page (T)	4.125"	x 10.5"
Full Page	\$240	\$395	1/4 Page	4.125"	x 5.25"
1/2 Page	\$120	\$195	1/8 Page	4.125"	x 2.625"
1/4 Page	\$65	\$100	*For better quality, please include an		
1/8 Page	\$55	\$60	1/8" bleed on all ads.*		
Spread	\$560	\$745			

\*\*\*DISCOUNTS ARE AVAILABLE\*\*\*

### 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