

the college
VOICE



Advertising Rates






2009-2010

A STUDENT PRESS SERVING
MERCER COUNTY COMMUNITY COLLEGE
AND ITS NEIGHBORING AREAS



Rates reduced!

Recession pricing!

| Ad Rates | Width (in.) | Height (in.) | 1x | Per Semester (4 issues) | 1x | Per Semester (4 issues) |
|---|-------------|--------------|---------------|-------------------------|------------|-------------------------|
| | | | Black & White | | Full Color | |
|  Full Page | 10 | 16 | \$400 | \$1200 | \$520 | \$1410 |
|  1/2 Vertical | 5 | 16 | \$200 | \$575 | \$300 | \$675 |
|  1/2 Horizontal | 10 | 8.5 | | | | |
|  1/4 Quadrant | 5 | 8 | \$105 | \$315 | \$180 | \$410 |
|  Business Card | 2 | 3.5 | \$20 | \$60 | \$30 | \$100 |

SPECIAL!

Place a 1/4, 1/2 or full page ad IN ALL 8 ISSUES for only \$600, \$950, or \$1950, respectively, for black and white or \$800, \$1200 or \$2,750 for full color.

ABOUT THE VOICE

- The College Voice is published 4x/semester (i.e. monthly, September through December and February through May).
- Circulation = 2,500 per issue
- Student enrollment = 9000+ full-time, 12,000+ full and part-time.
- The VOICE won six New Jersey Press Association awards for 2008-2009 including top honors in all three major categories: writing, photography and design. The VOICE also won the General Excellence award.
- Paper is free and distributed on both Mercer campuses and at all local libraries.
- To view typical content visit us at: www.mcccvoice.org

DEADLINES

- ALL ADS APPEAR IN PRINT ONE WEEK AFTER THE DEADLINE. Here are the 2009-2010 ad deadlines:
- ~~Issue 1 ad deadline = Sept. 14~~
- ~~Issue 2 ad deadline = Oct. 12~~
- ~~Issue 3 ad deadline = Nov. 9~~
- ~~Issue 4 ad deadline = Dec. 7~~
- Issue 5 ad deadline = Feb. 15
- Issue 6 ad deadline = Mar. 22
- Issue 7 ad deadline = Apr. 12
- Issue 8 ad deadline = May 3
- Advertiser assumes all liability for any ad it places and agrees to hold The College Voice and its agents harmless for the content of all advertising authorized for publication.

FORMAT & SIZING

- Have a different sized ad to run? No problem! Email us for a quote at mathewsh@mccc.edu
- Acceptable ad formats: PDF, JPG, TIFF, PSD, INDD
- PDF recommended
- Image resolutions 300+ dpi
- Embed fonts
- Send files by email attachment
- Call for ad design quote if needed.
- Publisher reserves right to reject ads or request alteration for any questionable content.
- Cancellations must be made by email no later than 5pm on deadline day for issue or full charge will be applied.

PAYMENT

- NO PAYMENT necessary until YOU receive tearsheets and see your ad in print!
- Payment must be mailed no later than six business days after invoice is received.
- Tearsheets and invoices are mailed within 10 days after the issue is printed.
- Make checks payable to: Mercer County Community College (memo line: College Voice)
- Email: mathewsh@mccc.edu