

Is *your*
advertising
budget
missing
something?

the **C**ommunicator
spokane falls community college

ad rates 09/10

about our paper



news



perspectives



sidelines



flavors



focus



culture

Since 1968, the student-run *Communicator* has served the students, faculty and staff of Spokane Falls Community College, in Spokane, Wash.

In 2006, the *Communicator* was named one of the top 10 two-year college newspapers in attendance at the National Associated Collegiate Press conference in Los Angeles. This honor was repeated in 2007 at the ACP conference in St. Louis and in 2008 in San Francisco.

In recent years, the *Communicator* has reinvented itself as a truly modern student newspaper. Our recent redesign included new fonts, photo placement techniques, and page layout modernization. The result is a community college newspaper with an appearance on par with that of professional and university-level student publications. Our website (www.spokanefalls.edu/communicator) contains our breaking news stories as well as a complete archive of past issues.

Our paper is made available free of charge to a student body of more than 8,000 full and part-time students, the average age of which is 25. We distribute 1,600 papers per issue.

While 66 percent of our student body is under the age of 25, SFCC is also home to older students, students married with children, and students retraining after years in the job force.

quick breakdown of our campus

Our student population of 8,094 can be broken down as follows:

male: 42.6 percent

female: 57.4 percent

average age: 25.6

median age: 21.8

faculty and staff: 798

66 percent plan to transfer to a four-year institution

ad rates

full page



9.5" x 15.5"

color : \$500

(with contract: \$450)

b&w : \$400

(with contract: \$360)

half page



9.5" x 7.75"

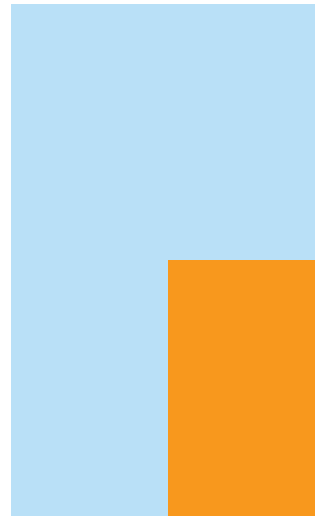
color : \$285

(with contract: \$256.50)

b&w : \$215

(with contract: \$193.50)

quarter page



4.75" x 7.75"

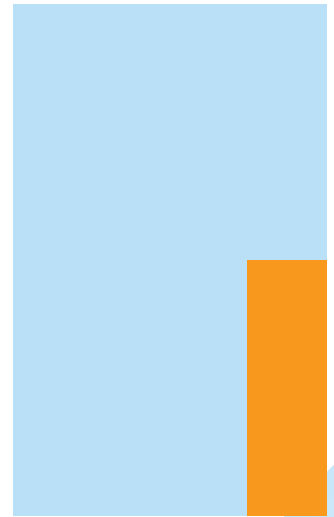
color : \$150

(with contract: \$135)

b&w : \$125

(with contract: \$112.50)

eighth page



2.4" x 7.75"

color : \$90

(with contract: \$81)

b&w : \$80

(with contract: \$72)

Contract pricing applies to customers who run four or more ads of the same size per quarter.
(ask about our Preferred Customer Contract)

Ad design: Our in-house graphic designers build an ad for you free of charge.

Inserts: Inserts must be no larger than two pages in length, and must be no wider than 8 1/2" x 11".

insertion order 2009-2010

the

client _____

client contact person _____

phone _____

street address _____

email _____

city/state _____

fax _____

zip _____

ad submission deadlines (please check one)

fall quarter

- oct. 2
- oct. 16
- oct. 30
- nov. 13

winter quarter

- jan. 22
- feb. 5
- feb. 19
- march 5

spring quarter

- april. 16
- april 30
- may 14
- may 28

ad sizes (please check one)

color

- full page (9.5"w x 15.5"h)..... \$500
- half page (9.5"w x 7.75"h)..... \$285
- quarter page (4.75"w x 7.75"h)..... \$150
- eighth page (2.4"w x 7.75"h)..... \$90
- insert (one page)..... \$275

black and white

- full page (9.5"w x 15.5"h)..... \$400
- half page (9.5"w x 7.75"h)..... \$215
- quarter page (4.75"w x 7.7..... \$125
- eighth page (2.4"w x 7.75"h)..... \$80

frequent advertiser discount (subtract 10 percent)..... y / n

total cost: _____

*Billing instructions: SFCC's accounting department will issue an invoice to the customer one the ad has run in the *Communicator*. Proof of publication will be sent to the client in the form of a tear sheet. Signing this constitutes a binding agreement between the client and the *Communicator*.

We may be contacted at advertising@spokanefallse.edu or 509.533.3602.

please sign, date, and fax this insertion order to 509.533.3375