

Red & Black

The Student Newspaper of Washington & Jefferson College • Founded 1909

WASHINGTON, PENNSYLVANIA

2010-2011 Advertising General Information

Why advertise with the Red & Black?

The RED & BLACK is the easiest way to reach the students of Washington & Jefferson College! The college student demographic has an estimated buying power of \$85 billion per year (according to Vaward Communications), including \$21 billion on food and restaurants, \$9 billion on cars, and \$4 billion on phones! Of course, W&J students (and faculty) are no exception. Tap into this market effectively using the official student newspaper.

The award-winning RED & BLACK newspaper prints 1250 copies per week which are dropped off at a dozen locations on campus -- and at a few locations off-campus too! Proof of publication will be sent to all advertisers after each publication date so you can see how it came out.

PAYMENT/BILLING INFO:

Preferred method of payment is by check (made out to "Washington & Jefferson College") but we also accept credit cards or money orders. *At least partial prepayment is required before publication.* Final payment is due within 10 business days of final ad publication. We reserve the right to assess late fees or remove discounts for late payments. Our mailing address for payment is RED & BLACK, 60 S. Lincoln St., Washington, PA 15301.

2010-2011 Publication Dates

Fall 2010

Thursday, Sept. 09
Thursday, Sept. 16
Thursday, Sept. 23
Thursday, Sept. 30
Thursday, Oct. 07
Thursday, Oct. 14
Thursday, Oct. 21
Thursday, Oct. 28
Thursday, Nov. 04
Thursday, Nov. 11
Thursday, Nov. 18
Thursday, Dec. 02
Thursday, Dec. 09

Spring 2011

Thursday, Feb. 10
Thursday, Feb. 17
Thursday, Feb. 24
Thursday, Mar. 03
Thursday, Mar. 10
Thursday, Mar. 17
Thursday, Mar. 31
Thursday, Apr. 07
Thursday, Apr. 14
Thursday, Apr. 21
Thursday, Apr. 28
Thursday, Apr. 05

** SPECIAL PUBLICATION DATES: **

Sep. 09 - Fall First Issue	Feb. 10 - Spring First Issue
Oct. 07 - Homecoming	Mar. 17 - Spring Break
Nov. 04 - Family Weekend	May 05 - Graduation
Dec. 09 - Finals Issue	

*** Some of these dates have special rates. Call and ask! ***

DEADLINES & SUBMISSIONS:

Display ad deadline is Friday at 5:00 pm the week before printing. Ads may be submitted in person, by mail in camera-ready format, or via e-mail (PDF or JPEG preferred). Please be aware the the RED & BLACK does not accept advertising via fax. E-mail address for artwork is redandblack@washjeff.edu. Note that the RED & BLACK recommends frequent ad design updates for lengthy contracts. And, yes, our staff can design your ad for you!

Please Note: The RED & BLACK reserves the right to refuse any advertising.

FOR MORE INFORMATION, CONTACT:

Eric Baran, Red & Black Business and Advertising Manager, at baranej@washjeff.edu or 724-223-6049

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WHAT IS A COLUMN INCH?

The RED & BLACK, like many newspapers, calculates advertising rates based on “column inches.” Essentially, ads are sized by looking at the number of columns in width by how many inches tall. Using this method allows our layout team to build a clean, crisp design based on

standardized column sizes. You can customize your ad size using any combination of columns by inches. However, we have included below some suggested “standard” sizes. If your ad is slightly off, we can resize it to a size that works best using our column system.

LOCAL RATE: \$5.00 per column inch

NATIONAL RATE: \$10.00 per column inch

SIZE	DIMENSIONS	LOCAL RATE	NAT'L RATE
Double Truck	10 col. X 10.78 in. (20.59 inches)	\$625.00	\$650.00
Full Page	5 col. X 10.78 in. (9.96 inches)	\$325.00	\$350.00
3/5 Page (horiz.)	5 col. X 6.46 in. (9.96 inches)	\$210.00	\$235.00
3/5 Page (vert.)	3 col. X 10.78 in. (5.86 inches)	\$210.00	\$235.00
1/2 Page (horiz.)	5 col. X 5.39 in. (9.96 inches)	\$175.00	\$200.00
2/5 Page (vert.)	2 col. X 10.78 in. (3.85 inches)	\$145.00	\$170.00
1/4 Page (horiz.)	5 col. X 2.69 in. (9.96 inches)	\$100.00	\$125.00
1/4 Page (vert.)	2 col. X 7in. (3.85 inches)	\$100.00	\$125.00
Business Card	3 col. X 3 in. (5.86 inches)	\$75.00	\$100.00

OTHER ADVERTISING OPTIONS

- * INSERTS - Flat \$350.00 rate for 1.250 inserts
- * COLOR - \$50 for spot color; \$125 for full color
- * DESIGN - *We can design your ad for you!* Fee is \$35 for each design - not each run. Note that designs become the intellectual property of W&J College.

DISCOUNTS!

- * BUY FOUR ADS, GET THE FIFTH ONE FREE!
- * 15% OFF FIRST PLACEMENT FOR FIRST-TIME ADVERTISERS WITH THE RED & BLACK
- * PREFERRED STUDENT MEDIA PARTNERS - Advertising with the Red and Black may entitle you to a 20% off sponsorship of WNJR, W&J's student radio station. Contact us for details!

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