

PRODUCTION CALENDAR

FALL SEMESTER

SPRING SEMESTER

AUGUST

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

SEPTEMBER

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| | 1 | 2 | 3* | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | | | | |

OCTOBER

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| | | 1 | 2 | 3 | 4 | |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

NOVEMBER

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|----------|--------|---------|-----------|----------|--------|----------|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 30 | 24 | 25* | 26 | 27 | 28 | 29 |

JANUARY

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13* | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27* | 28 | 29 | 30 | 31 |

FEBRUARY

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |

MARCH

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17* | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

APRIL

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |

MAY

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| | | | | 1 | 2 | |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12* | 13 | 14 | 15 | 16 |

 **ISSUE DATE**
 * - COLOR ISSUE
 **COLOR AD DEADLINE**
 **AD DEADLINE**

THE BASICS

The Collegian was established in 1903 and is the official newspaper of the Associated Students of Saint Mary's College. It is a completely student-run 12-page newspaper with a distribution of 1,500 papers weekly during the academic calendar. During January Term, both issues will be eight pages. *The Collegian* publishes 26 issues per academic year and have breaks for the holiday season, spring break, Easter break, and summer vacation.

POPULATION BREAKDOWN:

TOTAL UNDERGRADUATE: 2504

TOTAL + GRADUATES: 3916

MEN: 39%

WOMEN: 61%

ON CAMPUS: 61%

MOST POPULAR MAJORS:

BUSINESS ADMINISTRATION 21.0%

COMMUNICATION 9.9%

PSYCHOLOGY 9.9%

LIBERAL AND CIVIC STUDIES 5.7%

ENGLISH 5.5%

ACCOUNTING 5.5%

FACULTY PROFILES:

TOTAL: 196

WITH PH.D.: 93%

ADVERTISING POLICY

CONTENT GUIDELINES:

All advertising is subject to the approval of *The Collegian*. *The Collegian* reserves the right to reject any advertisement on the basis of objectionable content. *The Collegian* will not knowingly print ads that are defamatory or discriminatory towards any individual group, contain plagiarized work, or violate state, local or federal laws.

ERRORS/MAKEGOODS:

For an advertisement to be considered for any amount of a makegood, advertisers must notify *The Collegian* within seven days of receiving a tear sheet for the ad or placement in question. An original copy of the ad materials confirmed to be final and clearly written instructions as to the error made must be submitted to the Business Manager before any makegood will be issued. Makegood advertisements will run, whenever possible, before payment adjustments will be made.

NEW COPY RESEMBLANCE/

OBFUSCATION:

Advertisements designed to resemble news copy must be bordered on all sides and must clearly display the word "Advertisement" at both the top and bottom of the ad. *The Collegian* reserves the right to label any advertisement on the page "Paid Advertisement" at the discretion of the Business Manager and the Editor-in-Chief.

ROTATIONAL PLACEMENT:

No ads will be published upside-down, sideways, or in any other manner deemed inconsistent with the standard layout of the publication.

PAYMENT DEADLINES/LATE PENALTIES:

Payment for advertisements are due no later 14 business days after the publication of the ad. Any derivation of this policy will result in a 15 percent fine from the original price for every week thereafter.

IMPORTANT:

By advertising in *The Collegian*, the advertiser accepts and is bound to the terms set forth in this rate card. *The Collegian* reserves the right to change its advertising policies and rates at any time.



YOU KNOW YOU WANT TO...

DEADLINES

All advertising orders and materials must be received by 5:00 p.m. the Thursday prior to publication. All advertisements are subject to space availability.

THE COLLEGIAN ADVERTISING

Contacts:

Sandra Guerrero, Business Manager
Makrizia Fabio, Assistant Business Manager

The Collegian

P.O. Box 4407
Moraga, CA 94575
Phone: 925-631-4279 x3
Fax: 925-631-4675

E-mail:

collegianads@gmail.com
Website:
www.smccollegian.com

THE RUNDOWN

FULL PAGE AD
5 col. x 16"

Full Page
80 column in.
Local: \$620.00
National: \$720.00
Department: \$400
With color: +\$200

HALF PAGE AD
5 col. x 7"

Half Page
35 column in.
Local: \$271.25
National: \$315.00
Department: \$175.00
With color: +\$100

3 col. x 4"

With color: +\$50

Quarter Page

Horizontal
12 column in.
Local: \$93.00
National: \$108.00
Department: \$60.00

Vertical
14 column in.
Local: \$108.50
National: \$126.00
Department: \$70.00

2 col. x 7"

With color: +\$10

With color: +\$25

Business Card
2 columns x 2 in.
4 column in.
Local: \$31.00
National: \$36.00
Department: \$20.00

Eighth Page
2 columns x 4 in.
8 column in.
Local: \$62.00
National: \$72.00
Department: \$40.00

Sizes are examples only. Other sizes available.

Please send your files in one of the following formats: .pdf, .indd, .psd, .jpeg, .tiff. We CANNOT import Microsoft Publisher or Word documents. If an advertisement needs to be edited, a \$30 charge will be imposed and client will be notified.

Open rate:

Local: \$7.75 per column inch
National: \$9.00 per column inch

To qualify for local rate, billing address must be located in Contra Costa or Alameda County, CA

SMC rate:

Departments: \$5.00 per column inch
Clubs: \$1.50 per column inch

To qualify for club rate, group must be a chartered organization with the ASSMC

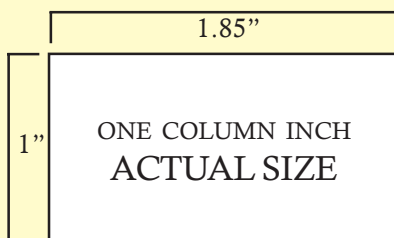
Need us to create it? No problem. It's only \$30!



COLUMN SIZES

Five columns wide by 16 inches in height

| | Inches | Picas |
|---------------|--------|-------|
| One column | 1.85 | 11p0 |
| Two columns | 3.90 | 25p5 |
| Three columns | 5.90 | 35p7 |
| Four columns | 8.00 | 48p0 |
| Five columns | 10.00 | 60p0 |



PRE-PRINTED INSERTS

Pre-printed inserts available for \$160 for the full run of 1,500 (\$100/1000). Maximum size is 8.5"x11", no more than four pages. Advertisers must provide inserts, and The Collegian must receive one complete copy of the insert in either physical or electronic form for review and approval prior to shipment. Inserts must be received at the printing company by the Thursday prior to publication. Ship to: Folger Graphics, Attn: Collegian Inserts, 2339 Davis Avenue, Hayward, CA 94545.

SPONSORSHIPS

Sponsorships are available for "Players of the Week," which is featured on page 10 in the Sports section, and the Sudoku puzzle which is featured in the Detour section on page 8 (page number may vary due to color). Sponsorships are \$20 per week for all off-campus vendors and \$15 on-campus vendors. The cost for "Players of the Week" will rise to \$25 between November and March due to basketball season.