

ADVERTISING RATE CARD 2017

The Campus Magazine has served the City College student body and faculty for over 100 years.
We excel in student journalism and breaking CUNY news.

2017-2018 Display Advertising Rates

Discounts (national and local):

Run same ad 2-3 times – 10% off total bill

Run same ad 4 or more times – 15% off total bill

Campus-Affiliated:

30% discount for campus clubs, student run organizations or currently enrolled students.

10% discount for campus departments and professors.

Students enrolled in AdPR workshop classes at CCNY may be entitled to further discounts up to 50% off the listed rate. Current City College students or professors with an upcoming book publication may receive free advertising.

Contact the business manager for more information.

Off-Campus Payment Terms

1. All local businesses will be billed with the **balance due within 30 days of the invoice date**. A single-page tear sheet will be sent as proof of insertion unless some other arrangement has been made. Invoices over 60 days old will be assessed a charge of 1.5% per month of the total balance due. Accounts over 90 days will be considered delinquent and all current and future advertising will be suspended.
2. All out-of-state advertisers must prepay (except recognized agencies) until credit has been established. Contact *The Campus* for more information.

Accepted Formats

Adobe PDF files are acceptable. The file must be high resolution CMYK (no colour profiles). All images should be 300dpi and all the fonts must be embedded. Submitted material must match the aspect ratio of the ad size.

“Save-as” PDF files (Adobe Illustrator AND Photoshop) and native application files (QuarkXpress, Adobe InDesign, Pagemaker, etc.) are NOT recommended for digital ad submissions.

These files are not final material and can create unpredictable resolution results.

The Campus News Magazine

City College of New York

160 Convent Avenue

NAC Rm 1/119

New York, NY 10031

Phone: (212) 650-8177

Web: www.ccnycampus.com

Email: ccnycampusnews@gmail.com

Business Manager: Ebony Anderson-Brown

We currently do not offer online advertising.

Preferred Deadline for Placement of Display/Classified Ads:

Monday, 2 weeks prior to publication date by 5pm

Deadline for Receipt of Ad Materials:

Monday, 2 weeks prior to publication date by 5pm

Publication Schedule Fall 2017 – Spring 2018

The Campus publishes 7-9 issues per academic year. Over 1,000 copies are distributed in and around the City College grounds.

1st – Week of September 4th, 2017

2nd – Week of October 2nd, 2017

3rd – Week of November 6th, 2017

4th – Week of December 1st, 2017

5th – Week of February 5th, 2018

6th – Week of March 5th, 2018

7th – Week of April 2nd, 2018

8th – Week of May 1st, 2018

9th – Week of May 28th, 2018

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Ad Size Requirements (inches Width X inches Height)	National	Local
2-Page Spread with Bleed 17 in x 11in	\$1700	\$1300
Full page with Bleed 8.5 in x 11 in inside page (vertical only)	\$850	\$650
Full page (no Bleed) 7.5 in x 10 in inside page (vertical only)	\$800	\$600
Two-thirds of a page 5 in x 10 in inside page (vertical only)	\$675	\$550
Half page 7.5 in x 5 in OR 3.75 in x 10 inches inside page	\$500	\$475
Third of a page 7.5 in x 3.33 in OR 2.5 in x 10 in inside page	\$430	\$325
Quarter of a page 7.5 in x 2.5 in inside page (horizontal only)	\$250	\$175
Sixth of a page 2.5in x 5in inside page (vertical only)	\$175	\$100

Other Policies

- I. The staff of *The Campus* reserves the right to refuse any ad. Billing adjustments for advertising errors will be determined by *The Campus*.
- II. All ad requests must be accompanied by a valid insertion order. No advertisements of any kind will be taken over the phone. You may submit camera-ready ads or have our staff design them. Ads requiring extensive design work may incur additional fees.
- III. Ad proofs must be requested two weeks before the publishing date. *The Campus* will not be liable for more than one incorrect insertion of any ad.
- IV. Ads cancelled after the deadline for publication will be charged in full.
- V. Position requests can be made, but not guaranteed. There will be no advertising on the front page.
- VI. *The Campus* reserves the right to revise its rates or any other conditions set forth in this rate card at anytime with 30 days notice.

*Note: Only electronic documents are accepted. For accepted formats, please refer to the Accepted Formats section.
All measurements are WIDTH X HEIGHT in INCHES.*

Contact our Art Director, Carmen Quang, at carmen.quang@gmail.com for questions regarding design.