

THE SETTLER
Volunteer State Community College
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Advertising Rates

Black and white rates:

Full page =	48 col. in. (4 col. x 12 in.)	\$235.20
Half page =	24 col. in. (2 col. x 12 in. or 4 col. x 6 in.)	\$123.60
Quarter page =	12 col. in. (2 col. x 6 in. or 1 col. x 12 in.)	\$61.80
Eighth of page =	6 col. in. (2 col. x 3 in. or 1 col. x 6 in.)	\$31.50

Color rates add:

Full page:	\$75.00
Half page:	\$37.50
Quarter page:	\$18.75
Eighth page:	\$9.38

Frequency Discount:

2 issues= with 2% Discount (full page= \$ 461.32; half page= \$ 242.25)
3 issues= with 3% Discount (full page= \$ 683.92; half page= \$ 359.67)
4 issues= with 4% Discount (full page= \$ 903.17; half page= \$ 474.63)
5 issues= with 5% Discount (full page= \$ 1,117.20; half page= \$ 587.10)
Up to remaining number of issues

Column inches	Cost per col. inch
1-11 col. Inches	\$ 5.25
12-24 col. inches	\$ 5.15
25-36 col. inches	\$ 5.05
37-48 col. inches	\$ 4.90

Column inches = Number of columns wide x inches tall
(example: 2 col. wide x 5 inches tall= 10 col. in.)

Column width: 1 col. = 2 5/16 in. 3 col. = 7 5/16 in. (incl. gutters)
2 col. = 4 13/16 in. (incl. gutter) 4 col. = 9 7/8 in. (incl. gutters)

Advertisements that do not fit column width will be increased to next column size.

Page height: 12 inches

Full page dimension: 4 col. (9 7/8 in.) x 12 in.= 48 col. inches

All rates NET to paper.
Invoices billed monthly
Add 25% for back page
Add \$20 for ad design