

Media Kit

CITY COLLEGE TIMES

**The voice of San Jose City College
Since 1956**

Spring 2015



About Us

THE CITY COLLEGE TIMES, FOUNDED IN 1956, IS SAN JOSE CITY COLLEGE'S STUDENT-RUN NEWSPAPER.

AS A KEY FORUM FOR NEWS, INFORMATION AND OPINION, THE PAPER HAS BEEN PRINTED FOR NEARLY 60 YEARS.

WITH A CIRCULATION OF 2,000 SERVING A COMMUNITY OF OVER 10,000 STUDENTS, FACULTY, STAFF AND ADMINISTRATORS, WE ARE PROUD TO BE THE WATCHDOG OF THE COMMUNITY, PROVIDING THE LATEST AND HIGHEST QUALITY NEWS.

THE COLLEGE HAS PROVIDED THE GREATER SAN JOSE AREA WITH COLLEGE EDUCATION SINCE 1921. OUR COMMUNITY AT SAN JOSE CITY COLLEGE IS A DIVERSE POPULATION WITH A WIDE RANGE OF AGES AND TASTES, MAKING IT AN IDEAL TARGET MARKET FOR BOTH LOCAL AND NATIONAL BUSINESSES.



By the California College Media Association, 2013 convention



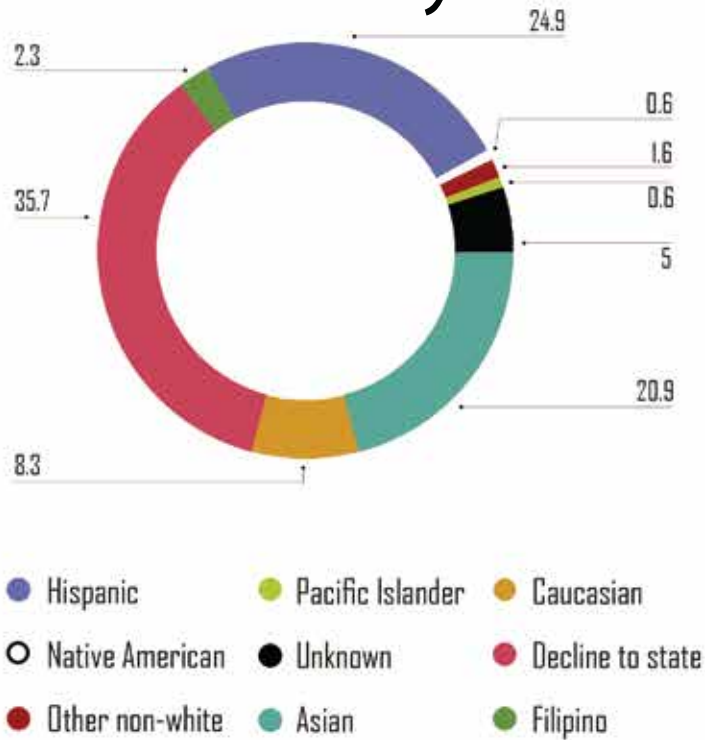
By the California Newspaper Publisher Association, Spring 2014



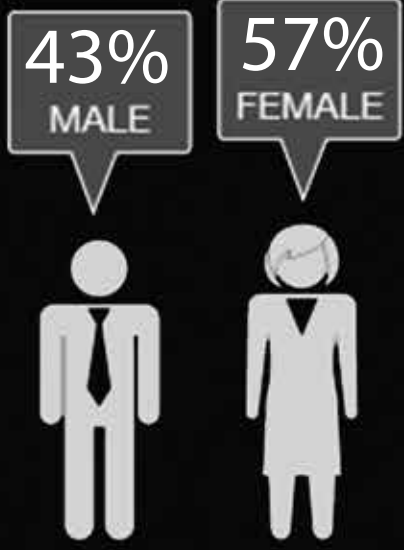
By the California Newspaper Publisher Association, Spring 2014

Demographics

Ethnicity

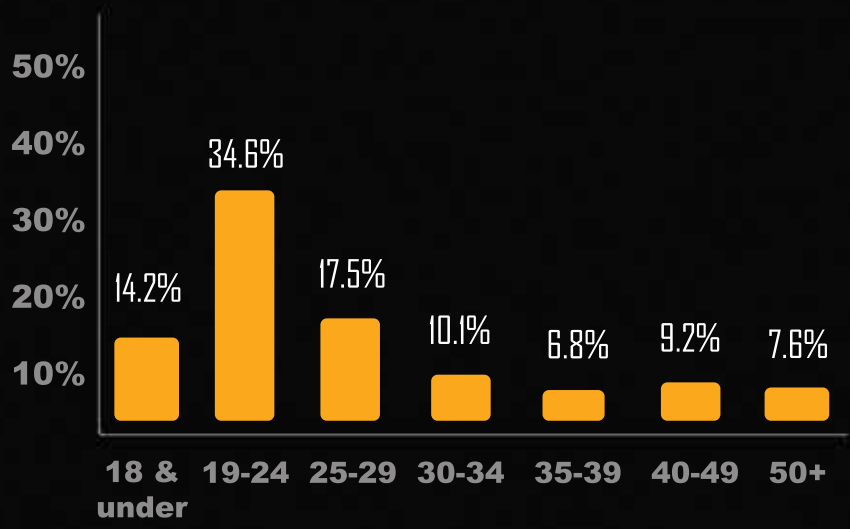


The majority of students at SJCC are female and minorities. SJCC attracts a wide range of ages, but most students are between ages 19 and 29.








BY GENDER

BY AGE



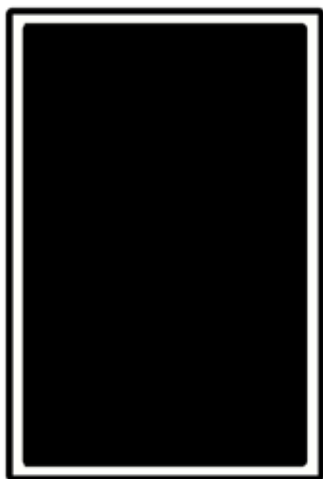
Online Advertising



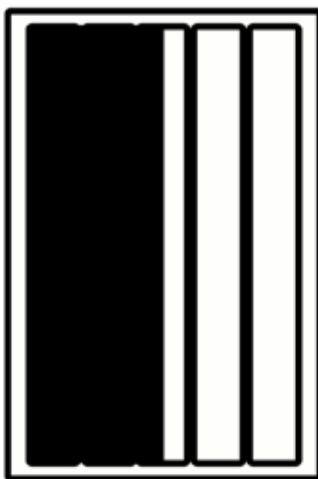
	120 x 60	PIXELS:	\$20/WEEK
	125 x 125	PIXELS:	\$25/WEEK
	465 x 240	PIXELS:	\$30/WEEK
	120 x 250	PIXELS:	\$40/WEEK
	300 x 250	PIXELS:	\$45/WEEK

**SJCTIMES.COM
RECEIVES MORE
THAN 2,000
VISITS PER
MONTH**

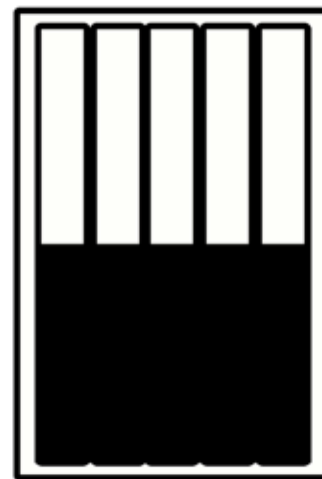
Ad Rates



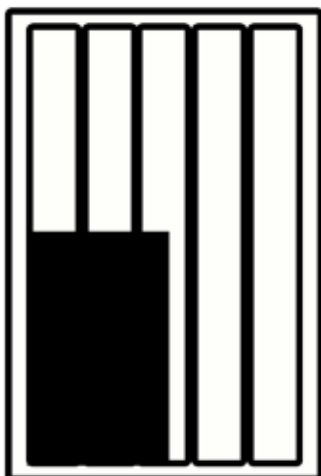
Full page 10x16"
\$499



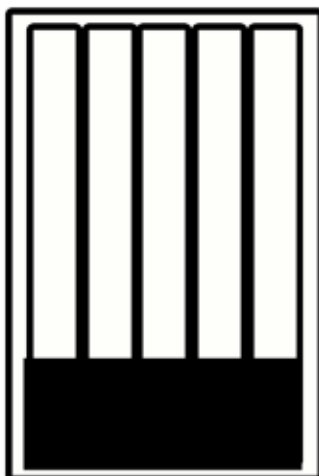
Half Page 5x 16"
\$279



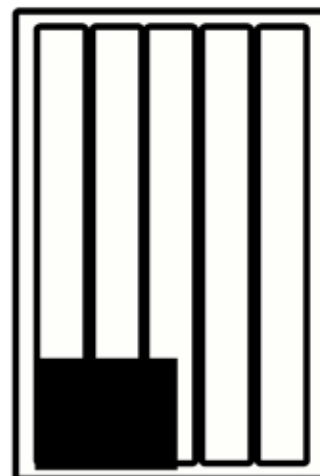
Half Page 10 x 8"
\$279



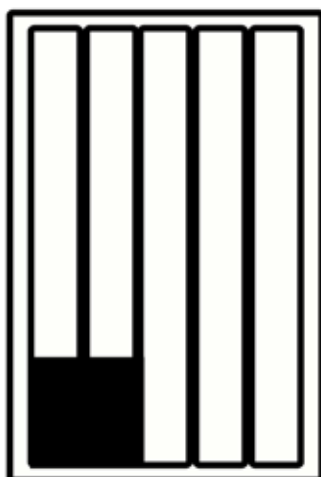
1/4 Page 5x8"
\$149



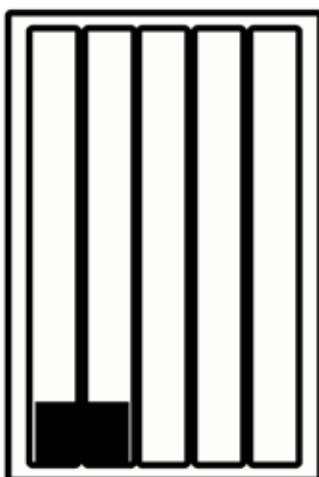
1/4 Page 10x4"
\$149



1/8 Page 5x4"
\$90



Square 4x4"
\$78



Business Card
3.75x2" \$34

DIMENSION:
16x10"
MARGIN WIDTH:
0.5"
FIVE COLUMNS

THE RATES LISTED HERE ARE THE STANDARD.

WE CAN ACCOMODATE ALMOST ANY CUSTOM AD SIZE YOU REQUEST. THE CUSTOM AD RATE IS \$5 PER SQUARE INCH.

AD COLORS:

- Black and white: no additional cost
- With colors: \$225 + ad rate

If you order more than 3 advertisements per order/invoice you will receive a 10% discount. All ad orders/invoices must be prepaid in full to receive this special discount.

DISPLAY ADS MUST BE IN ELECTRONIC FORMAT : PDFs, TIFFs, JPEGs, PNGs, ETC.

RESOLUTION: 200 DPI OR HIGHER

Publishing Policy

- Cancellation or Change Orders by the advertisers after the production date will not be refunded
- The Times is not liable for any cost or damages if the advertisement is not published on time due to unforeseen complications outside of the newspaper's influence
- All Advertisers should follow the Insertion Order and payment deadlines. We will not accept any insert order and ads material after 3p.m. on the due dates
- Checks should include invoice numbers

Calendar

JANUARY

S	M	T	W	T	F	S
				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

S	M	T	W	T	F	S
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

S	M	T	W	T	F	S
	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

S	M	T	W	T	F	S
			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

S	M	T	W	T	F	S
					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						

○ Production Day

● Publication Day

Production day for January 27 issue is Dec. 18, 2014.

PUBLICATION DAYS	INSERT / CANCEL ORDER DEADLINE	PAYMENT DEADLINE
January 27, 2015	December 16, 2014	December 18, 2014
February 17, 2015	February 10, 2015	February 12, 2015
March 10, 2015	March 03, 2015	March 05, 2015
April 07, 2015	March 24, 2015	March 26, 2015
April 28, 2015	April 21, 2015	April 23, 2015
May 12, 2015	May 05, 2015	May 07, 2015

Proof of Advertisement

WE WILL EMAIL THE PDF FILES OF THE FRONT PAGE AND PAGES THAT HAVE ADVERTISEMENTS, ALONG WITH AN ONLINE LINK TO OUR FULL EDITION, UPON REQUEST.

FULL ISSUE AND TEAR-SHEETS CAN BE MAILED TO ADVERTISERS IF REQUESTED.

Payment Method

WE ACCEPT MASTERCARD, VISA OR CHECK

FOR CARDS:

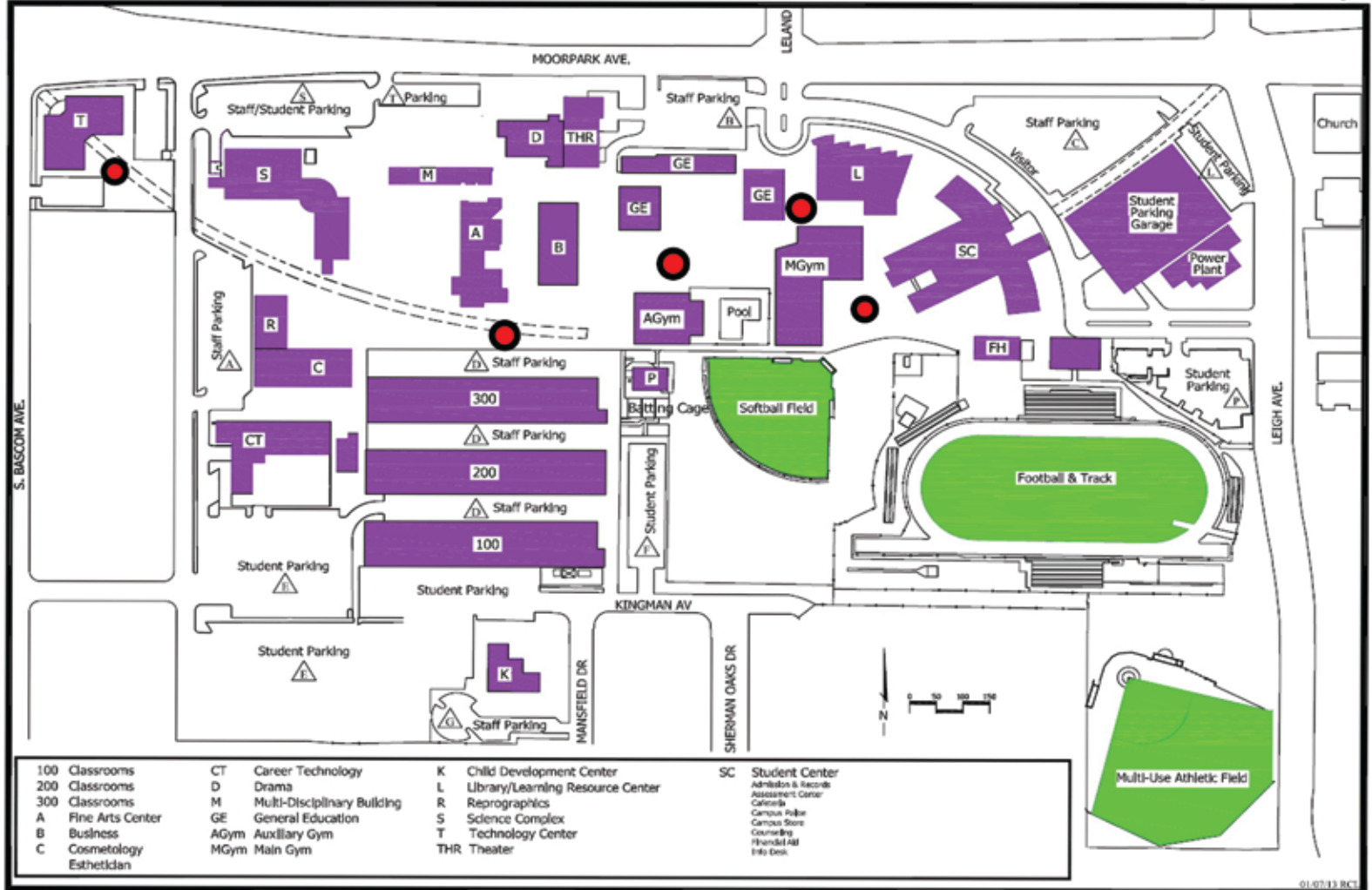
PLEASE GIVE CARD'S INFORMATION:
CARD NUMBER, EXPIRATION DATE, CVV NUMBER
AND ZIP CODE.

SEND CHECK TO:

SAN JOSE CITY COLLEGE TIMES
2100 MOORPARK AVENUE, TECHNOLOGY
BUILDING, T-302, SAN JOSE, CA 95128

SAN JOSE CITY COLLEGE

Campus Map



● NEWSPAPER KIOSKS ARE PLACED AT THE MOST CROWDED AREAS ON CAMPUS

Interested in Us?

HERE ARE 4 EASY STEPS TO ADVERTISE

1

SEND THE INFORMATION BELOW TO OUR EMAIL ADDRESS: CITYCOLLEGETIMES@JAGUARS.SJCC.EDU

- YOUR NAME AND YOUR ADVERTISERS (IF DIFFERENT)
- CONTACT INFO: NAME, PHONE NUMBER, EMAIL
- BILLING ADDRESS
- NUMBER OF ADS
- ADS SIZE AND COLOR CHOICE
- PAYMENT METHOD AND DATE
- TEAR SHEETS INQUIRY (Y/N)

THIS INFORMATION SHOULD BE PROVIDED THE SAME DAY AS INSERTION ORDER.

2

RECEIVE AN INVOICE FROM US. YOU WILL RECEIVE AN INVOICE NUMBER PER ORDER.

3

SEND US THE ARTWORK OF THE ADVERTISEMENT. PLEASE REFER THE ADVERTISEMENT SUBMISSION REQUIREMENTS AND SUBMIT IT BEFORE DEADLINE.

4

MAKE A PAYMENT! IF YOU PAY BY CHECK, PLEASE TEAR OUT THE END OF THE INVOICE THAT WE SENT YOU AND MAIL IT WITH THE CHECK. PLEASE COMPLETE THE PAYMENT BEFORE THE DEADLINE.

Contact Us

EMAIL : CITYCOLLEGETIMES@JAGUARS.SJCC.EDU

ADDRESS : 2100 MOORPARK AVENUE,
TECHNOLOGY BUILDING, T-302
SAN JOSE, CA 95128

PHONE : 408-298-2181 EXT. 3213
408-288-6331 (FAX)

OPEN TUESDAY AND THURSDAY
Tuesdays 1:45 p.m. to 6:15 p.m.
Thursdays 1:45 p.m. to 9 p.m.

WEBSITE : SJCCTIMES.COM
FACEBOOK : FACEBOOK.COM/SJCITYCOLLEGETIMES
TWITTER : @SJCCTIMES

NEWSPAPER ADVISER
FARIDEH DADA
408-298-2181 EXT. 3214
FARIDEH.DADA@SJCC.EDU