

CITY COLLEGE  
**Times**



**ADVERTISING  
KIT**

PLEASE SUPPORT THE STUDENT JOURNALISM PROGRAM AT SAN JOSE CITY COLLEGE

**Now there are 3 great, inexpensive ways  
to reach the more than 12,000  
students, faculty and staff**

IN OUR NEWSPAPER

CITY COLLEGE  
**Times**



ON OUR WEBSITE AT [SJCCTIMES.COM](http://SJCCTIMES.COM)

CITY COLLEGE  
**Times**



SAN JOSE, CA

AND IN OUR NEW ON-CAMPUS NEWSLETTER

CITY COLLEGE  
**Times**



**EXTRA**

FOR MORE INFO, PLEASE CONTACT:

Call us at 408.298.2181, ext 3213, on Mondays or Wednesdays  
or call the Ad Manager anytime at 650.271.5182

Send us faxes to 408.288.6331 or e-mail us at [citycollegetimes@jaguars.sjcc.edu](mailto:citycollegetimes@jaguars.sjcc.edu)

## WHY ADVERTISE WITH THE TIMES?

The Times offers advertisers an opportunity to reach thousands of potential customers at San Jose City College, which has an enrollment of more than 12,000 students, representing a significant market segment for many advertisers. The SJCC student body is diverse and includes recent high school graduates, adults retraining for workforce demands and career changers. Advertising with The Times puts your business in front of this special group of students, faculty, administrators, support staff and neighborhood leaders.

When you advertise with The Times, you are also supporting our newspaper program, as advertising dollars are needed to cover production costs and update equipment. You will be supporting journalism and its future and helping the City College Times provide a great service to the campus community, as it has done since 1956. We are the students' voice, but also a community newspaper. We are a source of news and information that students, faculty and neighbors can't get anywhere else.

The on-campus readership rates for college newspapers are greater than any other national publication. Some statistics show that as much as 98% of students on some campuses read their papers. A recent study by the Campus Media Group, a company that organizes national ad sales for many college papers, found that, on average, 78 percent of students read their college paper.

The economic downturn and budget cuts have put the newspaper in a difficult financial situation. We need your help in preserving this great resource for the SJCC students. Our ad rates can be favorably compared to every other local newspaper, none of which can offer such a direct link to the student population.



## **ADVERTISING POLICY**

All advertising should be provided at least one week in advance of publication date. Electronic files are preferred. Insertion orders may be faxed with a copy of the advertisement. Electronic files can be e-mailed to [citycollegetimes@jaguars.sjcc.edu](mailto:citycollegetimes@jaguars.sjcc.edu) or you can provide us with an ftp site where we may obtain electronic files.

The Times reserves the right to refuse advertising. No position will be sold or guaranteed; however, an attempt will be made to accommodate position request. Tearsheets will be furnished to advertisers. The Times will not be responsible for typographical errors except to cancel charge for such portion of advertisement as may have been rendered valueless. Request for adjustments must be made to The Times advertising manager within 10 days of tearsheet mailing. Non-compliance with this request will leave responsibility solely with the advertiser.

The Times bills national advertisers immediately following publication. Payment is due within 60 days of receipt. A finance charge of 1 1/2% per month, annual of 18%, may be added to all accounts 60 days after billing. Local advertising requires prepayment by check, Mastercard or VISA.

All payments should be made payable to San Jose City College Times.

## **AD SPECS**

- 1 column = 11p4.8 or 1.9 inches
- 2 columns = 23p6.6 or 3.925 inches
- 3 columns = 35p8.5 or 5.95 inches
- 4 columns = 47p10.2 or 7.975 inches
- 5 columns = 60 picas or 10 inches

Column heights are equal to actual inches

**TRAINING JOURNALISTS AT SAN JOSE CITY COLLEGE FOR MORE THAN 50 YEARS**

**NEWSPAPER ADVERTISING RATES**

- \$460 Full page (our best deal delivers the most impact; 60p x 96p or 10 inches x 16 inches; **96 column inches at a rate of \$4.80 per column inch!**  
This is **20 percent off** the standard rate. You save \$116.00.  
Without discount, full price would be \$576 (96 column inches at \$6 per inch)
- \$260 Half page vertical (29p7 or 4 7/8 inches wide by 16 inches deep)  
or horizontal (60p or 10 inches wide by 8 inches deep);  
**48 column inches, a rate of \$5.40 per column inch!**  
This is **10 percent off** the standard rate. You save \$28.00
- \$138 Quarter page vertical (3 cols. wide - that's 29p7 or 4 7/8 inches - by 8 inches deep);  
**24 column inches at a rate of \$5.75 per column inch!**

**All other ads are \$6 per column inch**, with a minimum purchase of 2 column inches (\$12).  
We can accommodate almost any ad size. Typical sizes include:

- \$108 6 cols. (60p or 10 inches) x 3 inches
- \$72 4 cols. (39p9 or 6.7 inches) x 3 inches
- \$60 2 cols. (19p6 or 3 1/4 inches) x 5 inches
- \$54 3 cols (29p7 or 4 7/8 inches) x 3 inches
- \$36 3 cols (29p7 or 4 7/8 inches) x 2 inches
- \$24 Business card: 2 cols. (19p6 or 3 1/4 inches) x 2 inches or 1 col. (9p5 or 1.6" x 4")

AD DESIGN: Services available through professional freelance designers for as little as \$25.

DEADLINE: Ads must be received one week prior to the publication date.

COLOR is available on any ad for an additional \$225. In issues in which multiple color ads appear, the cost is shared among the advertisers, resulting in discounts up to 50 percent.

GET AN ADDITIONAL 10% OFF for buying 3 ads or more (paid in advance)

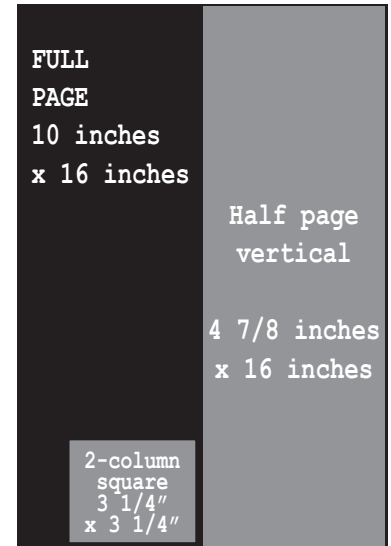
**WEBSITE ADVERTISING RATES**

- Medium rectangle 300 x 250 - \$45 per week
- Vertical banner 160x600 - \$35 per week
- Horizontal banner 468 x 60 - \$30 per week
- Please allow one week for approval and integration into the site.

**NEWSLETTER ADVERTISING RATES**

- \$36 3 cols (29p7 or 4 7/8 inches) by 2 inches
- \$24 Business card: 2 cols. (19p6 or 3 1/4 inches) x 2 inches or 1 col. (9p5) x 4"
- \$12 1 col. (9p5 or 1.6 inches) x 2 inches
- Deadline: Ads must be received one week prior to the publication date.

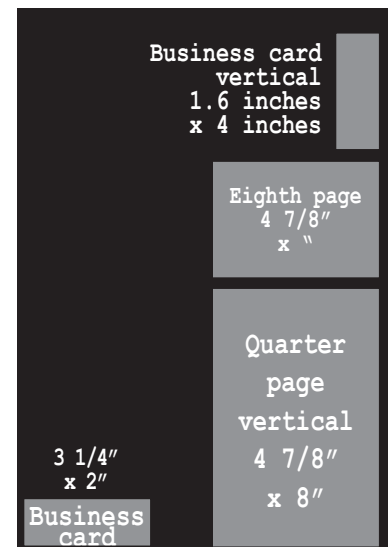
**EXAMPLES OF POPULAR AD SIZES**



**FULL PAGE**  
10 inches x 16 inches

Half page vertical  
4 7/8 inches x 16 inches

2-column square  
3 1/4" x 3 1/4"



Business card vertical  
1.6 inches x 4 inches

Eighth page  
4 7/8" x 4"

Quarter page vertical  
4 7/8" x 8"

Business card  
3 1/4" x 2"

**SPRING 2012 PRINT SCHEDULE**

NEWSPAPER  NEWSLETTER

JANUARY							FEBRUARY							MARCH							APRIL							MAY							
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	
1	2	3	4	5	6	7				1	2	3	4	4	5	6	7	8	9	10	1	2	3	4	5	6	7				1	2	3	4	5
8	9	10	11	12	13	14	5	6	7	8	9	10	11	11	12	13	14	15	16	17	8	9	10	11	12	13	14	6	7	8	9	10	11	12	
15	16	17	18	19	20	21	12	13	14	15	16	17	18	18	19	20	21	22	23	24	15	16	17	18	19	20	21	13	14	15	16	17	18	19	
22	23	24	25	26	27	28	19	20	21	22	23	24	25	22	23	24	25	26	27	28	22	23	24	25	26	27	28	20	21	22	23	24	25	26	
29	30	31					26	27	28	29				25	26	27	28	29	30	31	29	30						27	28	29	30	31			

1 COLUMN=9p4.5 or 1.6" 2cols=19p6 or 3.25" 3cols=29p7 or 4 7/8" 4cols=39p9 or 6.7" 5cols=49p10.5 or 8.3" 6cols=60p or 10"

Call us at 408.298.2181, ext 3213, on Tuesdays or Thursdays in the afternoon.  
If you need our attention urgently and no one answers, please call 650.271.5182  
Send us faxes to 408.288.6331 or email us at [citycollegetimes@jaguars.sjcc.edu](mailto:citycollegetimes@jaguars.sjcc.edu)

## WEBSITE RATES

As with the print editions, the City College Times website offers advertisers the only direct contact with the school's more than 12,000 students - plus faculty, staff and neighbors - but it goes much farther, extending worldwide, for an affordable rate. Your business will be represented 24 hours a day, 7 days a week in visually stimulating, interactive ads that invite participation from each visitor.

### AD SIZES:

Medium rectangle 300 x 250 - \$45 per week

Vertical banner 160x600 - \$35 per week

Horizontal banner 468 x 60 - \$30 per week

Please allow one week for approval and integration into the site.

## NEWSLETTER RATES

\$36 3 cols (6 inches/36 picas) x 2 inches

\$24 Business card: 2 cols. (4"/24 picas) x 2 inches or 1 col. (2"/12 picas) x 4" - \$24

\$12 1 col. (2 inches/12 picas) x 2 inches

Ad design services are available through freelance designers. Please ask your advertising representative about the low rates.

Upcoming publication dates:

September 20, October 18, November 8, November 29, December 13

Deadline: Ads must be received one week prior to the publication date.

## ADVERTISING AGREEMENT

Client Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Date of Purchase: \_\_\_\_\_

Run Date(s): \_\_\_\_\_

Ad Size(s): \_\_\_\_\_

Price of Ad(s): \_\_\_\_\_

Number of Ads: \_\_\_\_\_

Total Price (Due Prior To Publication): \_\_\_\_\_

Payment Method: \_\_\_\_\_

*Please make checks payable to San Jose City College Times*

Signature of Client: \_\_\_\_\_

*Thank you for advertising in the San Jose City College Times. We appreciate your business and your support of our student-run newspaper program.*

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## ADVERTISING INVOICE

Client Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Date of Purchase: \_\_\_\_\_

Run Date(s): \_\_\_\_\_

Ad Size(s): \_\_\_\_\_

Price of Ad(s): \_\_\_\_\_

Number of Ads: \_\_\_\_\_

Total Price (Due Prior To Publication): \_\_\_\_\_

Reference Number: \_\_\_\_\_

Payment Method: \_\_\_\_\_

*Please make checks payable to San Jose City College Times*

Signature of Client: \_\_\_\_\_

*Thank you for advertising in the San Jose City College Times. We appreciate your business and your support of our student-run newspaper program.*

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