

# 2017-2018 Media Kit and Rate Card



**Parkland's campus-wide student newspaper since 1968**

## About Us -

**The Prospectus** is a collegiate news source with an emphasis on Parkland College in our coverage. Our advertisers **reach a diverse audience** that includes **students, faculty, staff, and local community members**. With both **print and online editions**, our advertisers can **reach up to approximately 1,200 readers weekly**.

**The Prospectus** is a broadsheet-style newspaper, with six columns per page, **published every Wednesday during the fall and spring semesters** and about **once per month in the summer**, in synchronization with Parkland College's academic calendar.

- **Print Circulation** | Approx. 1,000 per week
- **Website Views** | Approx. 500 per month
- **Social Media Reach** | Approx. 1,500 per month
- **Parkland College Enrollment** | 8,000+ students

## Management Staff -

**Joshua Clark**  
Advisor  
217-353-2627  
jclark@parkland.edu

**Matt Moss**  
Publications Manager

**Miranda Baur**  
Media Manager & Ads  
mbaur@parkland.edu

## Publication Dates

Summer 2017	Fall 2017	Spring 2018
June 7	August 23	January 17
June 28	August 30	January 24
July 19	September 6	January 31
	September 13	February 7
	September 20	February 14
	September 27	February 21
	October 4	February 28
	October 11	March 7
	October 18	March 14
	October 25	March 28
	November 1	April 4
	November 8	April 11
	November 15	April 18
	November 29	April 25
	December 6	May 2
		May 9

## Advertising Policy -

The Prospectus *does not* permit advertisements for the following:

- **alcohol products for consumption**, e.g., beer, wine, and spirits,
- **tobacco- or nicotine-based products**, e.g., cigarettes, cigars, chewing tobacco, and electronic vaporizers,
- **payday loans**,
- and **credit cards**.

Advertisements *must* comply with **Parkland College's non-discrimination policy**.

The Prospectus reserves stockthe right to **place advertisements where they best fit**, although **advertisement dimensions will not be changed** and sizes will remain as you have requested and paid for.

## Print Advertising

### Print Rate Info -

The rates for available advertisement size options are as follows:

- **Eighth-of-a-page** | \$185
- **Quarter-of-a-page** | \$335
- **Half-of-a-page** | \$490
- **Full-page** | \$850

**Dimensions** for the **aforementioned sizes** can be found below. **Values are in inches**. The **first number** in each set of values **defines the horizontal width**; the **second number defines the vertical length**.

- **Eighth-of-a-page** = 4.54-by-4.75 in.
- **Quarter-of-a-page** = 9.25-by-4.75 or 4.54-by-9.25 in.
- **Half-of-a-page** = 9.25-by-9.5 in.
- **Full-page** = 9.25-by-20 in.

### Formatting -

Ads are **preferred in .pdf format** with **fonts embedded**, **color images in CMYK** format, and **black-and-white images in grayscale**, 300 dots per inch (dpi).

### Ad Receipt Deadline -

Advertisements *must* be received by the **Friday prior to publication** (refer to the list of publication dates above).

### Pre-Printed Inserts -

Orders must be scheduled by the Friday prior to publication. The rate is **\$0.40 per sheet with a 1,000-sheet minimum**.

# Online Advertising

## Web Rate Info -

Our website [prospectusnews.com](http://prospectusnews.com) is updated with new content on the same day papers are printed.

The rates for available advertisement size and placement options are as follows:

- Option 1 | \$25 per week
- Option 2 | \$40 per week
- Option 3 | \$45 per week

Dimensions for the aforementioned options can be found below. Values are in pixels. The first number in each set of values defines the horizontal width; the second number defines the vertical length.

- Option 1 = 300-by-50 px. (1:0.25 ratio)
- Option 2 = 300-by-450 px. (1:1.5 ratio)
- Option 3 = 300-by-600 px. (1:2 ratio)

## Formatting -

Online ads are preferred as .jpg, .png, or .gif files and must be in RBG format, 72 dots per inch (dpi).

## Ad Receipt Deadline -

Advertisements *must* be received by the Friday prior to publication (refer to the list of publication dates on the previous page).

## Send Us Your Ads -

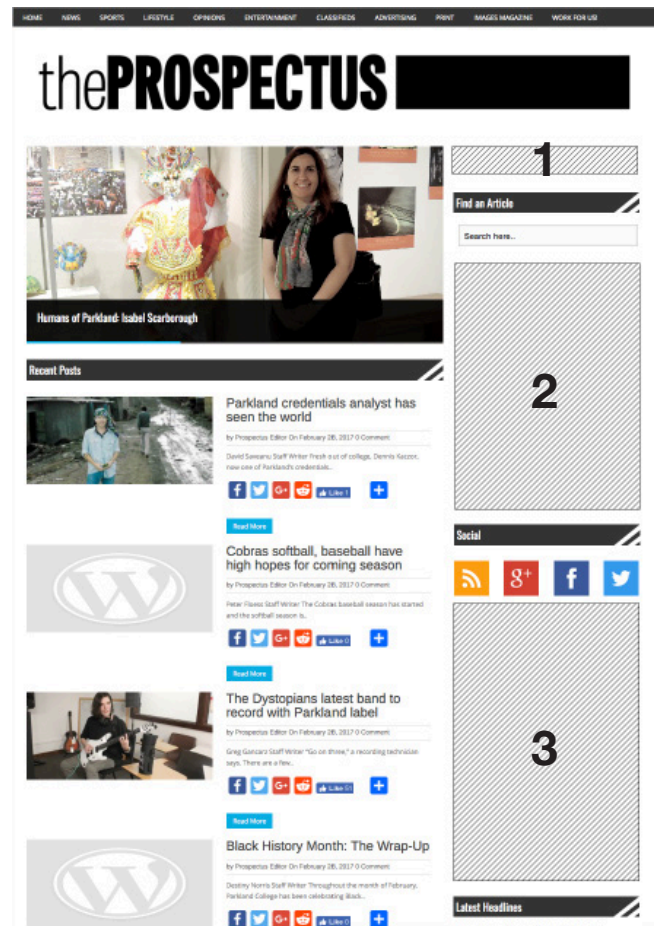
Online advertising material should be emailed to **Miranda Baur** (see first page for contact info).

## See Your Options -

The graphic to the right provides a visual representation of the available web advertisement size and placement on options.

The numbered boxes with hatched lines are each an option for advertisement size and placement.

Your ads will appear on every screen on [prospectusnews.com](http://prospectusnews.com) accessible to the reader. Our website's home screen is shown here.



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