

# ohlone college monitor

ohlonemonitoronline.com

The *Monitor* is a prize-winning newspaper produced by and for the Ohlone College student body, faculty and staff. The *Monitor* is well read by the college community and has been consistently recognized as one of the top community college newspapers in the state and the nation – having received All-American ratings.

After looking over what the *Monitor* has to offer, we hope that you will consider advertising with us. If you need any further information, please contact Anna Biaritz Roldan, Advertising Manager. You may also view the most recent issues of the *Monitor* at <http://www.ohlonemonitoronline.com>.

- Anna Biaritz Roldan, *Ohlone Monitor* Advertising

(select)	Fall Semester 2010	
Issue No.	Publication	Ad Deadline
<input type="checkbox"/> 1	Aug. 30	Aug. 20
<input type="checkbox"/>		
<input type="checkbox"/> 2	Sept. 16	Sept. 6
<input type="checkbox"/>		
<input type="checkbox"/> 3	Sept. 30	Sept. 20
<input type="checkbox"/>		
<input type="checkbox"/> 4	Oct. 14	Oct. 27
<input type="checkbox"/>		
<input type="checkbox"/> 5	Oct. 28	Oct. 11
<input type="checkbox"/>		
<input type="checkbox"/> 6	Nov. 18	Oct. 25
<input type="checkbox"/> 7	Dec. 2	Nov. 8

(select)	Spring Semester 2011	
Issue No.	Publication	Ad Deadline
<input type="checkbox"/> 1	Jan. 24	Jan. 14
<input type="checkbox"/> online	Feb. 3	Jan. 14
<input type="checkbox"/> 2	Feb. 10	Jan. 31
<input type="checkbox"/> online	Feb. 17	Jan. 31
<input type="checkbox"/> 3	Feb. 24	Feb. 14
<input type="checkbox"/> online	March 3	Feb. 14
<input type="checkbox"/> 4	March 10	Feb. 28
<input type="checkbox"/> online	March 17	Feb. 28
<input type="checkbox"/> 5	March 31	March 21
<input type="checkbox"/> online	April 7	March 21
<input type="checkbox"/> 6	April 14	April 4
<input type="checkbox"/> online	April 21	April 4
<input type="checkbox"/> 7	April 28	April 18
<input type="checkbox"/> online	May 5	April 18

## Advertising Rates

Ad size ≤ 8 column-inches = \$8.50/column-inch (National Ads = \$9.50/column-inch)

Ad size ≥ 9 column-inches = \$8/column-inch (National Ads = \$9/column-inch)

\*Ask about advertising online

### Special Deals:

Half page (40 column-inches) = \$290

Full page (80 column-inches) = \$600

### Discounts:

5% off total if paid in advance

10% off total contract for 8 or more issues.

0.5% off of online ad rate per \$1000 print ad purchase

Classified Ads = \$0.50 per word (MUST be paid in advance. Discounts do not apply.)

Spot Colors = Additional \$150 per color FULL COLOR= Additional \$450

Deadline = Complete ad must be received no later than ten days before publication date.

### Format Specifics \*online ad size: To be determined

**1 column-inch = 1 inch tall by # columns wide (ie: 2 inches tall X 2 columns wide = 4 Column Inches)**

1 column wide = 1 7/8 inches; 2 columns wide = 4 inches; 3 columns wide = 6 inches;

4 columns wide = 8 inches; 5 columns wide = 10 1/8 inches

This is the advertising contract for Fall 2010 and Spring 2011. Please fill out this form, select the issues that you want to advertise in (above), then mail or email it back to the Ohlone Monitor.

Ad size ≤ 8 c-in	\$8.50/column-inch	X _____ column inches	= \$ _____
National rate	\$9.50/column-inch	X _____ column inches	= \$ _____
Ad size ≥ 9 c-in	\$8.00/column-inch	X _____ column inches	= \$ _____
National rate	\$9/column-inch	X _____ column inches	= \$ _____
Classified ads	\$.50 per word	X _____ words	= \$ _____
Spot Colors	\$150 per color	X _____ colors	= \$ _____

### Special Rates

Half page (40 c-in)	\$290	X _____ ads	= \$ _____
Full page (80 c-in)	\$600	X _____ ads	= \$ _____

Ad cost = \$ \_\_\_\_\_ X issues \_\_\_\_\_ X discount \_\_\_\_\_% = total bill \$ \_\_\_\_\_  
(with online ads) Total print ad bill = \$ \_\_\_\_\_ X \_\_\_\_\_% = total bill \$ \_\_\_\_\_

On this date: \_\_\_\_\_, \_\_\_\_\_ & the Ohlone Monitor hereby agree to the stated advertising purchase at the above rates. Both parties are subject to the conditions of the agreement.

Advertiser (print name)  
\_\_\_\_\_

Firm address (print clearly)  
\_\_\_\_\_

Firm representative  
\_\_\_\_\_

City/State/Zip  
\_\_\_\_\_

Monitor representative  
\_\_\_\_\_

Firm email  
\_\_\_\_\_

## Conditions of Agreement

1. No verbal agreements will be binding.
2. No advertising on certain pages.
3. Any change in this agreement will require a new contract.
4. Cancellations must be in writing 30 days before publication.
5. Publisher reserves the right to cancel or refuse any advertisements.

1 COLUMN Inch	2	3	4	5
2	4 CI		8 CI	10 CI
3				
4	8 CI	12 CI	16 CI	
5				
6				
7				
8				HALF
9				
10	20 CI		HALF	
11				
12				
13				
14				
15				
16				FULL