

OHLONE COLLEGE MONITOR

43600 Mission Blvd.
P.O. Box 3909
Fremont, CA 94539

(510) 659-6075
(510) 659-6076 (fax)
monitorads@ohlone.edu

The 2007-2008 academic year is rapidly approaching, and the staff of the Ohlone College student newspaper, the *Monitor*, is contacting local merchants concerning upcoming advertising opportunities.

The *Monitor* is a prize-winning weekly 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.

Enclosed is advertising information. We hope that you will consider the *Monitor* for your advertising needs. If you are interested in further information, please contact the *Monitor* at the above address. You may also call up the most recent issues of the *Monitor* at <http://monitor.ohlone.edu>.

<u>Fall Semester</u>			<u>2007</u>	<u>Spring Semester</u>			<u>2008</u>
<u>Issue</u>	<u>Pub. Date</u>	<u>Ad Deadline</u>		<u>Issue</u>	<u>Pub. Date</u>	<u>Ad Deadline</u>	
1	Aug. 27 (Welcome Back)	Aug. 20		1	Jan. 28 (Welcome Back)	Jan. 21	
2	Sept. 6	Sept. 2		2	Feb. 7	Feb. 3	
3	Sept. 13	Sept. 9		3	Feb. 14	Feb. 10	
4	Sept. 20	Sept. 16		4	Feb. 21	Feb. 17	
5	Sept. 27	Sept. 23		5	Feb. 28	Feb. 24	
6	Oct. 4	Oct. 1		6	Mar. 6	Mar. 2	
7	Oct. 11	Oct. 7		7	Mar. 13	Mar. 9	
8	Oct. 18	Oct. 14		8	Mar. 20 (Spring Break)	Mar. 16	
9	Oct. 25 (Halloween)	Oct. 21		9	Apr. 3	Mar. 30	
10	Nov. 1	Oct. 28		10	Apr. 10	Apr. 6	
11	Nov. 8	Nov. 4		11	Apr. 17	Apr. 13	
12	Nov. 15	Nov. 11		12	Apr. 24	Apr. 20	
13	Nov. 29	Nov. 25		13	May. 1	Apr. 27	
14	Dec. 6 (Christmas)	Dec. 1		14	May. 8 (Graduation)	May. 3	

Advertising Rates

8 column inches or less	\$7.50 per column inch	National Rate	\$9.00 per column inch
9 column inches or more	\$7.00 per column inch	Classified Ads	\$0.25 per word (in advance)

Special Rates

Half page (40 column inches) \$270 Full page (80 column inches) \$550

Spot Colors

Additional \$150 per color

Discounts

5% off total contract if total paid in advance. 10% off total contract for 8 or more issues.

Deadline

Copy, must be received four days to publication date.

Format Specifics

<i>A column inch is 1 inch tall by:</i>			
1 column wide	1 7/8 inches	3 column wide	6 inches
2 column wide	4 inches	4 column wide	8 inches
		5 column wide	10 1/8 inches

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Advertising Rates

8 col. inches or less \$7.50 per column inch x _____ column inches = \$ _____
 9 col. inches or more \$7.00 per column inch x _____ column inches = \$ _____
 National rate \$9.00 per column inch x _____ column inches = \$ _____
 Classified ads \$0.25 per word

Spot Colors

\$150 per color x _____ colors = \$ _____

Special Rates

Full page (80 column inches) \$550 \$ _____
 Half page (40 column inches) \$270 \$ _____

Ad size _____ Number of times to run X _____
Total cost _____

Discounts

5% off total contract if paid in advance
 10% off total contract for 8 or more issues Less discount _____
Total contract cost _____

CHECK THE DATES

OF PUBLICATION

Fall Semester '07

	Aug. 27
	Sept. 6
	Sept. 13
	Sept. 20
	Sept. 27
	Oct. 4
	Oct. 11
	Oct. 18
	Oct. 25
	Nov. 1
	Nov. 8
	Nov. 15
	Nov. 29
	Dec. 6

Spring Semester '08

	Jan. 28
	Feb. 7
	Feb. 14
	Feb. 21
	Feb. 28
	Mar. 6
	Mar. 13
	Mar. 20
	Apr. 3
	Apr. 10
	Apr. 17
	Apr. 24
	May. 1
	May. 8

Advertising Agreement

Date of agreement: _____ hereby agrees to the stated purchase, and the *Monitor* agrees to sell advertising space at the above rates and subject to the conditions of agreement. Contracted by:

Firm representative (please print name)	Firm address (please print clearly)
Firm representative signature	City/State/Zip Code
<i>Monitor</i> representative	Firm telephone number

Conditions of agreement

1. No verbal agreements will be binding.
2. No advertising on Pages 1, 2 or 8.
3. Any change in this agreement will require a new contract.
4. Cancellations must be in writing 10 days before publication.
5. Publisher reserves the right to cancel or refuse any advertisements.