

Marianne Odom
 modom@alamo.edu
Mandy Derfler
 aderfler@alamo.edu

Journalism Program San Antonio College
 1819 N. Main Ave. San Antonio, TX 78212

Phone: 210-486-1765
Fax: 210-486-1789

www.theranger.org

San Antonio College's nationally award-winning weekly newspaper, *The Ranger*, reaches a high percentage of students, faculty and staff at San Antonio College with additional distribution at the four other Alamo Colleges. Free distribution of the newspaper allows advertisers to reach a large number of upwardly mobile 18- to 34-year-old men and women as well as higher education professionals. The newspaper is distributed on **MONDAYS**, with a weekly press run of 5,000. Issues remain on stands three weeks. To pair your print ad with an online ad at www.theranger.org, see the **Online Advertising Rate Card**.

Spring 2017 Publication Dates and Deadlines

PUBLICATION DATES: MONDAY	Space reservation by 2 p.m. Friday	Materials deadline by noon Monday	Payment deadline by noon Tuesday
February 6	January 27	January 30	January 31
February 13	February 3	February 6	February 7
February 20	February 10	February 13	February 14
February 27	February 17	February 20	February 21
March 6	February 24	February 27	February 28
March 27	March 10	March 20	March 21
April 10	March 31	April 3	April 4
April 17	April 7	April 10	April 11

Ad Materials

Advertisements must be submitted in correct published size, saved in PDF or JPG format with a dpi of 200 or better.

Payment

All rates net. Payment must be made by noon Tuesday before publication, unless special arrangements have been made beforehand with the advertising adviser. Remit by cash or check, payable to "The Ranger at San Antonio College." No credit cards accepted.

Liability

Publication's liability for error limited to cost of space. This rate card effective Dec. 7, 2016, and supersedes previous.

Available Print Ad Sizes and Rates

AD SIZE	DIMENSIONS	B&W	4- COLOR
Full page	9.5" width by 15.75" depth	\$650.00	\$1050.00
1/2 page H	9.5" width by 7.75" depth	\$350.00	\$750.00
1/2 page V	4.5" width by 15.75" depth	\$350.00	\$750.00
1/4 page H	9.5" width by 3.75" depth	\$175.00	\$575.00
1/4 page V	4.5" width by 7.75" depth	\$175.00	\$575.00
1/8 page S	4.5" width by 3.75" depth	\$85.00	NA
1/8 page H	9.5" width by 1.75" depth	\$85.00	NA
1/8 page V	2.0" width by 7.75" depth	\$85.00	NA

(All 4-color subject to availability)

Special-placement Full-page Ads

POSITION	B&W	4-COLOR
Back page	\$900.00	\$1300.00
Inside front	\$800.00	\$1200.00
Inside back	\$800.00	\$1200.00

(Subject to availability)

Frequency Discounts

4-6 issues per semester = 10 percent off
 7-8 issues per semester = 15 percent off

(Not applicable with other discounts)

San Antonio College's nationally award-winning newspaper at www.theranger.org, reaches a high percentage of students, faculty and staff at all Alamo Colleges as well as alumni and others worldwide. The news website is updated frequently throughout the week. Subscribers receive regular updates by e-mail. Online ads appear for 5 seconds in a 15-second rotation. Online ads run Monday through Sunday.

Contact Information

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Spring 2017 Online Ad Rates and Deadlines

Two Available Online Ad Sizes: Sidebar and Horizontal

Buy a full-page B&W or Color print ad, add Sidebar ad online for \$100.00 or Horizontal ad online for \$75.00 for one-week duration.

Buy a 1/2 page B&W or Color print ad, add Sidebar ad online for \$125.00 or Horizontal ad online for \$85.00 for one-week duration.

Buy a 1/4 page B&W or Color print ad, add Sidebar ad online for \$150.00 or Horizontal ad online for \$100.00 for one-week duration.

If no print ad is purchased, Sidebar ad online is \$200.00 or Horizontal ad online is \$150.00 for one-week duration.

All online ads rotate every 15 seconds and will appear for 5 seconds in each rotation. One week duration is Monday-Sunday.

Frequency Discounts

**4-6 weeks =
10 percent off**

**7 or more weeks =
15 percent off**

**(Not applicable
with other discounts)**

**Sidebar Ad:
320 pixels width x
320 pixels depth**

Ad Materials

Advertisements must be submitted in correct published size, saved in JPG format with a maximum file size of 50 KB. Include one HTML link to client.

**Horizontal Ad:
700 pixels width x 100 pixels depth**

Payment and Liability

All rates net. Payment must be made before ad is posted online. Remit by cash or check, payable to "The Ranger at San Antonio College." No credit cards accepted. Publication's liability for error limited to cost of space. This rate card effective Dec. 7, 2016, and supersedes previous.

*See previous page
for print rates*