

# THE RANGER

Print Edition  
Advertising  
Rate Card

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-olds as well as higher education professionals, non-traditional students and the surrounding community. 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](http://www.theranger.org), see the **Online Advertising Rate Card**.

## Contact Information

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Journalism-Photography Program  
San Antonio College

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Phone: 210-486-1765

Fax: 210-486-1789

[www.theranger.org](http://www.theranger.org)

## Spring 2018 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 5	January 26	January 29	January 30
February 12	February 2	February 5	February 6
February 19	February 9	February 12	February 13
February 26	February 16	February 19	February 20
March 5	February 23	February 26	February 27
April 2	March 23	March 26	March 27
April 9	March 29 (Thurs)	April 2	April 3
April 16	April 6	April 9	April 10

## 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.

## Available Print Ad Sizes and Rates

AD SIZE	DIMENSIONS	B&W	4-COLOR
Full page	10.625" width by 16.25" depth	\$650.00	\$1050.00
1/2 page H	10.625" width by 8.125" depth	\$350.00	\$750.00
1/2 page V	5.25" width by 16.25" depth	\$350.00	\$750.00
1/4 page H	10.625" width by 4" depth	\$175.00	\$575.00
1/4 page V	5.25" width by 8.125" depth	\$175.00	\$575.00
1/8 page S	5.25" width by 4" depth	\$85.00	NA
1/8 page H	10.625" width by 2" depth	\$85.00	NA
1/8 page V	2.625" width by 8.125" depth	\$85.00	NA

## Liability

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

## Special-placement Full-page Ads

POSITION	B&W	4-COLOR
Back page	\$900.00	\$1300.00
Inside front	\$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)

# THE RANGER

Online  
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Rate Card

San Antonio College's nationally award-winning newspaper at [www.theranger.org](http://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.

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## Spring 2018 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*