

# THE LANCE

Shasta College • Redding, California

## RATE CARD FALL 2011

Locally earned rate:		SIZE
FULL PAGE	\$275.00	10" (width) x 11.5" (height)
HALF PAGE	195.00	10" (width) x 5.5" (height) or 5" (w) x 11.5" (h)
1/4 PAGE	135.00	5" (width) x 5.5" (height)
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COLOR RATES (in addition to price of adv.) 4-Color (Full Process) - \$75

### Tabloid Dimensions

4 Columns Wide x 11.5 Inches Tall

(Full Page – 46 Column Inches; 10 Inches Wide x 11.5 Inches Tall)

We Accept All Formats of Advertising, however we prefer camera-ready ads be e-mailed to us as a Portable Document Format (PDF). If sent as an attachment in something other than Acrobat 8.0 (or earlier), we also support programs Adobe Illustrator CS3, Corel Draw 10, Macromedia Freehand 10, Quark 7.0, InDesign CS3, Adobe PageMaker 7.0, Photoshop CS3, Microsoft Office.

## PUBLICATION SCHEDULE FOR FALL 2011

Issue 1	Sept. 7	(Deadline for ad copy Wednesday, Aug. 31)
Issue 2	Sept. 21	(Deadline for ad copy Wednesday, Sept. 14)
Issue 3	Oct. 5	(Deadline for ad copy Wednesday, Sept. 28)
Issue 4	Oct. 19	(Deadline for ad copy Wednesday, Oct. 12)
Issue 5	Nov. 2	(Deadline for ad copy Wednesday, Oct. 26)
Issue 6	Nov. 16	(Deadline for ad copy Wednesday, Nov. 9)
Issue 7	Dec. 7	(Deadline for ad copy Wednesday, Nov. 30)

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