

THE LANCE

Shasta College • Redding, California

RATE CARD SPRING 2010

Locally earned rate:		SIZE
FULL PAGE	\$435.00	13" x 21"
HALF PAGE	260.00	13" x 10.5" or 6.25" x 21"
1/4 PAGE	185.00	6.25" x 10.5"
1/8 PAGE	135.00	6.25" x 5" or 4.2" x 7.5"
1/16 PAGE	96.00	4.2" x 3.75"
1/32 PAGE	50.00	2" x 3.75"

COLOR RATES (in addition to price of adv.) 1 Color \$45, 2 Colors \$75,
4-Color (Full Process) \$90

Dimensions

6 Columns Wide X 21 Inches Tall

(Full Page - 126 Column Inches; 13 Inches Wide X 21 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 SPRING 2010

Issue 1	Feb. 3	(Deadline for ad copy Wednesday, Jan. 27)
Issue 2	Feb. 17	(Deadline for ad copy Wednesday, Feb. 10)
Issue 3	March 3	(Deadline for ad copy Wednesday, Feb. 24)
Issue 4	March 17	(Deadline for ad copy Wednesday, March 10)
Issue 5	April 14	(Deadline for ad copy Wednesday, April 7)
Issue 6	April 28	(Deadline for ad copy Wednesday, April 21)
Issue 7	May 12	(Deadline for ad copy Wednesday, May 5)

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