



Fall 2022 Advertising Rate Card

our publication ...

The Montage is the award-winning student newspaper of St. Louis Community College - Meramec in Kirkwood, Mo. The Montage publishes 14 issues throughout the school year and a special Back-to-School Survival Guide each July. However, the staff will only be printing 4 issues during the Fall 2020 semester.

our circulation ...

The Montage will distribute 1,000 copies of each issue throughout the Meramec campus, the South County Education Center, the Wildwood campus, and to an ever-expanding list of off-campus locations. The Back-to-School Survival Guide is distributed on campus and at local high schools year round.

our advertising policy ...

The advertiser and/or advertising agency agrees to defend and indemnify The Montage against any and all liability, loss or expense arising from claims of libel, unfair competition, unfair trade practice, infringement of trademarks, trade names or patents, violations of rights of privacy and infringement of copy rights and proprietary rights resulting from the publication of the advertiser's advertisement. Advertisements having the appearance of editorial material are not accepted by The Montage. Camera-ready .pdf files are preferred.

our billing policy ...

All advertising must be paid in advance until the advertiser has established credit with The Montage. Tearsheets and Statements are mailed on the Friday following publication. All accounts are due and payable 30 days after receipt of statement. Accounts more than 30 days past due will be granted additional advertising only at the discretion of the advertising manager. Any advertiser whose billing becomes 60 days past due will not be able to advertise until the entire balance, including the 30 day past due late charge and current balance is paid in full.

our display ad sizes ...

FULL PAGE 9.75w X 16h	3 col. x 8 5.75w X 8h	2 col. x 8 3.75w X 8h
	1/2 PAGE 9.75w X 8h	
2 col. x 5 3.75w X 5h		
	2 col. x 2 3.75w X 2h	

Fall 2021 Publication Dates

Sept. 8, 2022
Oct. 6, 2022
Nov. 3, 2022
Dec. 8, 2022

Back-to-School Survival Guide: July (annually)
*Separate Rate Card applies

Local Advertising Rates

Ad Size:	1-2 Runs	3-4 Runs	5-6 Runs	All Runs
2c x 2	\$30	\$28	\$26	\$23
2c x 5	\$66	\$62	\$57	\$50
2c x 8	\$94	\$88	\$81	\$71
3c x 8	\$123	\$115	\$106	\$93
1/2 p	\$175	\$163	\$151	\$132
Full p	\$325	\$300	\$275	\$250

National Advertising Rates

Ad Size:	1-2 Runs	3-4 Runs	5-6 Runs	All Runs
2c x 2	\$45	\$42	\$39	\$34
2c x 5	\$99	\$93	\$85	\$75
2c x 8	\$141	\$132	\$121	\$106
3c x 8	\$184	\$172	\$159	\$133
1/2 p	\$262	\$244	\$226	\$198
Full p	\$485	\$450	\$414	\$361

On-Campus/NP Advertising Rates

Ad Size:	1-2 Runs	3-4 Runs	5-6 Runs	All Runs
2c x 2	\$16	\$15	\$14	\$13
2c x 5	\$34	\$32	\$29	\$26
2c x 8	\$48	\$45	\$41	\$36
3c x 8	\$62	\$58	\$54	\$47
1/2 p	\$88	\$82	\$76	\$67
Full p	\$161	\$150	\$139	\$121

*Ad price is per issue and includes design if needed

**Add \$300 to the cost of the ad for full color

Preprinted Inserts

\$100 for 1,000; \$175 for 2,000; \$250 for 3,000

Advertising Deadlines

Ad reservations and artwork are due the Friday before each publication.

The Montage
The student voice of St. Louis Community College - Meramec

Display Advertising Agreement

Company: _____

Attn: _____

Address: _____

Date: _____

Phone: () _____

E-mail: _____

Fall 2022 Publication Dates

Sept. 8 Size _____ Rate _____

Oct. 6 Size _____ Rate _____

Nov. 3 Size _____ Rate _____

Dec. 8 Size _____ Rate _____

Total Insertions _____ Total Price* _____

*New clients are asked to pre-pay until they build a credit history with The Montage. Thanks.

Ad Reservation Deadline: Friday (noon) before Publication Date

We/I, _____, agree to pay the total due in full to The Montage
for each insertion of advertisement within 30 days of publication.
We agree to the policies and terms of The Montage publication.

Authorized Signature: _____

Date: _____

Title: _____

Please return this contract, payment (addressed to STLCC) and all ad copy with complete instructions to the attention of:

The Montage Advertising Manager
Fax #: 314-984-7947, ssanders147@stlcc.edu
c/o St. Louis Community College - Meramec
11333 Big Bend Blvd., SC 220
St. Louis, MO 63122

Thank you for advertising in The Montage