















## **Spring 2023 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.

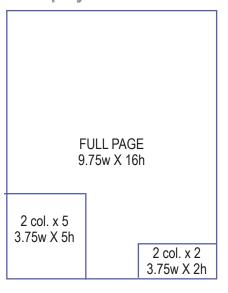
### our advertising policy ...

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 ...



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

#### **Spring 2023 Publication Dates**

Feb. 2, 2023 March 2, 2023 April 6, 2023 May 4, 2023

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

<sup>\*</sup>Ad price is per issue and includes design if needed

**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.

<sup>e</sup>Montage

The student voice of St. Louis Community College - Meramec

<sup>\*\*</sup>Add \$300 to the cost of the ad for full color



Advertising Office: 314.984.7955 Newspaper Office: 314.984.7655

Fax: 314.984.7947

E-mail: ssanders147@stlcc.edu www.meramecmontage.com

# **Display Advertising Agreement**

Company:			Attn:		
Address:			Date:		
			Phone:( )		
		<del></del>	E-mail:		
	Spring 2023 Publication Dates				
	Feb. 2	Size	Rate		
	March 2	Size	Rate		
	April 6	Size	Rate		
	May 4	Size	Rate		
	Total Price* _ pre-pay until they build a credit history w				
			on) before Publication Date		
for	, 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: _ Title:			Date:		

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