



## 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 ...

<div data-bbox="240 1667 375 1728">FULL PAGE 9.75w X 16h</div> <div data-bbox="115 1820 237 1881">2 col. x 5 3.75w X 5h</div> <div data-bbox="375 1885 496 1946">2 col. x 2 3.75w X 2h</div>	<div data-bbox="617 1518 738 1579">3 col. x 8 5.75w X 8h</div> <div data-bbox="820 1518 941 1579">2 col. x 8 3.75w X 8h</div> <div data-bbox="695 1776 816 1837">1/2 PAGE 9.75w X 8h</div>

### 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

\*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: \_\_\_\_\_

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May 4      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**