



## 2012-2013 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.

### our circulation ...

The Montage distributes 3,000 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 Montage has the potential to reach more than 15,000 students at these three campuses. The Back-to-School Survival Guide is distributed on campus and at local high schools year round.

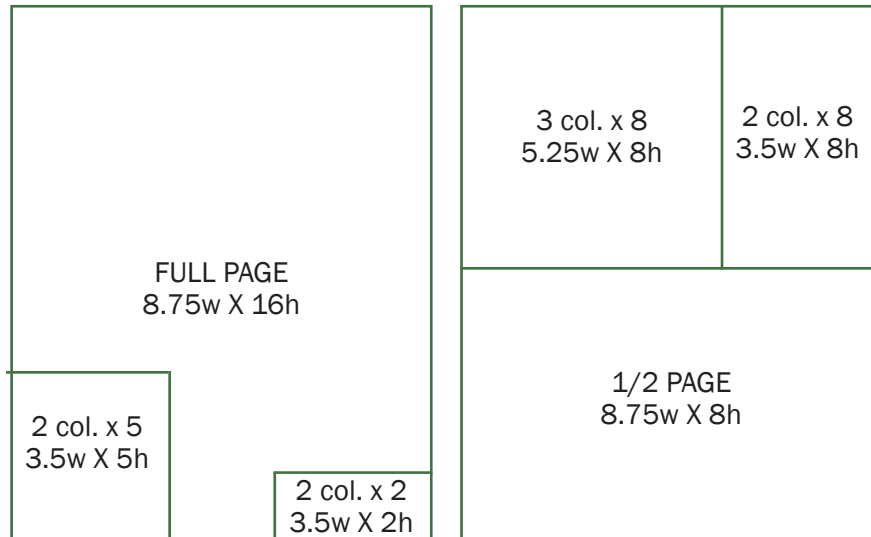
### our advertising policy ...

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 ...



### 2012-2013 Publication Dates

Aug. 30, 2012	Jan. 24, 2013
Sept. 13, 2012	Feb. 7, 2013
Sept. 27, 2012	Feb. 21, 2013
Oct. 11, 2012	March 7, 2013
Oct. 25, 2012	March 28, 2013
Nov. 15, 2012	April 18, 2013
Dec. 6, 2012	May 2, 2013

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 2012/Spring 2013 Publication Dates

Aug. 30	Size _____	Rate _____	Jan. 24	Size _____	Rate _____
Sept. 13	Size _____	Rate _____	Feb. 7	Size _____	Rate _____
Sept. 27	Size _____	Rate _____	Feb. 21	Size _____	Rate _____
Oct. 11	Size _____	Rate _____	Mar. 7	Size _____	Rate _____
Oct. 25	Size _____	Rate _____	Mar. 28*	Size _____	Rate _____
Nov. 15	Size _____	Rate _____	April 18	Size _____	Rate _____
Dec. 6	Size _____	Rate _____	May 2	Size _____	Rate _____

*\*Front Cover is April Fools' Parody*

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, sphilpott@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**