

# Advertising Rate Card

Back to School Survival Guide - Summer 2014

## 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 ad slicks are preferred, however advertising produced by The Montage shall be its property and not be reproduced or used without The Montage's consent.

## 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 survival guide rates/sizes ...

<p><b>FULL PAGE</b> 7.5 W X 10 H</p> <p>General Rate \$250</p> <p>On-Campus Rate \$200</p>
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<p><b>1/4 PAGE</b> 4 W X 5 H</p> <p>General Rate \$100</p> <p>On-Campus Rate \$75</p>
<p><b>1/2 PAGE</b> 7.5 W X 5 H</p> <p>General Rate \$150</p> <p>On-Campus Rate \$125</p>

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



Advertising Manager:  
314.984.7955  
Newspaper Office: 314.984.7655  
Fax: 314.984.7947  
e-mail: sphilpott@stlcc.edu  
www.meramecmontage.com

## your benefits ...

The Montage's annual Back-to-School Survival Guide is the only special edition produced throughout the year. The guide hits the stands in July and is distributed at campus orientations, high school open houses, and campus events at the Meramec, Wildwood and South County campuses.

Ready to promote your business or event to an audience of more than 15,000 students? Simply fill out the ad agreement on the back of this form and fax it to our advertising department.

Extend the shelf life of your ad by advertising in one of our 14 regular issues throughout the 2014-2015 academic year. Contact an ad representative at 314-984-7955 for a rate card.

## 2014-2015 Publication Dates

Aug. 28, 2014	Jan. 29, 2015
Sept. 11, 2014	Feb. 12, 2015
Sept. 25, 2014	Feb. 26, 2015
Oct. 9, 2014	March 12, 2015
Oct. 23, 2014	April 2, 2015
Nov. 13, 2014	April 23, 2015
Dec. 4, 2014	May 7, 2015

The **Montage**

The student voice of St. Louis Community College - Meramec

# Display Advertising Agreement

Company: \_\_\_\_\_

Attn: \_\_\_\_\_

Address: \_\_\_\_\_

Date: \_\_\_\_\_

\_\_\_\_\_

Phone: (    ) \_\_\_\_\_

\_\_\_\_\_

E-mail: \_\_\_\_\_

## Back-to-School Survival Guide: July 2014

**Ad Reservation & Artwork  
Priority Deadline: May 31, 2014  
Final Deadline: June 6, 2014**

Size \_\_\_\_\_

Rate \_\_\_\_\_

Total Insertions \_\_\_\_\_

Total Price\* \_\_\_\_\_

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

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**