



the **Broadside**

Central Oregon Community College & OSU-Cascades

**2008-2009
RATE CARD**

2600 NW College Way
Bend, OR 97701

E-mail: broadsideads@cocc.edu
Web: <http://broadside.cocc.edu>

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KEY INFORMATION:

- ☞ Established in 1953, *The Broadside* serves, informs and connects with college students, teachers, life learners and an educated community.
- ☞ *The Broadside* is a 10.83 x 15.83 inch newsprint tabloid published weekly for eight months.
- ☞ Distribution: 2,500 copies are distributed to over 160 locations covering 36 campus stands and prime locations in the following communities: Bend, Redmond, Prineville, Madras, La Pine, Sisters and Warm Springs.
- ☞ Cost per view (CPV) on the average ad is approximately four cents.
- ☞ Advertising with *The Broadside* saves you up to 63% compared to other local publications.

START TO FINISH:

- 1 Complete your purchase order/contract with your COCC ad representative.
- 2 Mail or deliver your payment in the form of cash, check or money order, payable to *The Broadside* at 2600 NW College Way, Bend OR 97701.
- 3 Submit your ad in a PDF, TIF or JPG format (min. 300dpi), or use our creative services to create one for you (*see additional fees*).
- 4 Sign off on the ad proof two days prior to the creative due date.
- 5 Print-ready ads are due before 12 noon on the creative due date.
- 6 A tear-sheet will be mailed to you following publication.

Remaining 2008-2009 Creative and Publication Dates

Fall '09 Publication Dates

CREATIVE DUE DATE	PUBLICATION DATE	PUBLICATION DATE
February 9	February 18	September 23
February 16	February 25	October 7
February 23	March 4	October 14
March 2	March 11	October 21
March 9	April 1	October 28
March 30	April 8	November 4
April 6	April 15	November 11
April 13	April 22	November 18
April 20	April 29	November 25
April 27	May 6	
May 4	May 13	
May 11	May 20	
May 18	May 27	

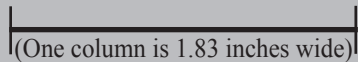
Ad Size Options

Full Page 5 col. wide x 15" tall

NOTE: The ad sizes pictured here (scaled down) are just a sampling of standard size ads.

Ad sizes can range from a minimum of 1 column wide by 3" tall to a maximum size of a two-page spread.

The column width below is actual size.



1/2 Page 5 col. wide x 7" tall

1/4 Page 3 col. x 6"

1/8 Page 2 col. x 4.5"

1/16 Page 2 col. x 2.25"

Display Ad Rates

Standard Sizes:

SIZE	COST	DIMENSIONS
Full	\$450	(5 col.) 9.75" x 15"
1/2	\$280	(5 col.) 9.75" x 7"
1/4	\$144	(3 col.) 5.75" x 6"
1/8	\$90	(2 col.) 3.83" x 4.5"
1/16	\$45	(2 col.) 3.83" x 2.25"

Custom Sizes:

VERTICAL INCHES	RATES PER COLUMN INCHES
1 - 3.....	\$10
4 - 7.....	\$8
8 +.....	\$6

**CALCULATE YOUR RATE
BASED ON THE SIZE OF YOUR AD:**

_____ x _____" x \$_____ = \$_____

(# of col's) x (vertical inches) x (rate per col. inch) = total price

- * Color is an additional 30% of total.
- * Back page is an additional 10% of total.
- * Sized to fit: *The Broadside* reserves the right to adjust ads to fit size specifications without reducing the total ad space.

Creative Services

- * Copy writing: \$25 per hour
- * Ad Design: \$25 per hour
- * Photography: \$25 for 1st photo, \$10 for each additional image.

Discounts

- ☞ For students, faculty & staff of COCC & OSU-Cascades Campus: 30% off display ads; classified ads (up to 6 lines) are free.
- ☞ 5% off when paid in full at time of contract signing.
- ☞ 10% off for non-profit organizations.
- ☞ Buy 3 insertions, get 4th insertion free.

Classified Ad Rates

Only \$1 per line! There are approximately 26 characters per line.

Distribution Rates for Inserts

NUMBER OF PAGES	RATE PER 2,500
1 - 3.....	\$150
4 - 7.....	\$200
8 +.....	\$250

Inserts must be labeled "Paid Advertisement" and be delivered to *The Broadside* by creative deadline.