

# THE STUDENT VOICE OF ACCENT

AUSTIN COMMUNITY COLLEGE DISTRICT

2010 - 2011  
Rate Card and Insertion Order

Pay for six issues, and get a free ad on the  
*Accent* web site. Ask for details.

- limited number of web ads available

Thank you for your interest in *Accent*, the award-winning  
Austin Community College student newspaper.

*Accent* is published twelve times per academic year and is  
distributed across more than twenty locations in the Austin area  
to potentially **40,000 students, faculty and staff.**

#### Advertising/Art Contact:

Matthew Connolly

512.223.0122 • 512.223.0904 fax • accent@austincc.edu

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

Contact: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

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

## Rate Card

#### Ad Specifications:

- PDF, fonts embedded
- 200 dpi or higher
- CMYK or Grayscale

#### New Advertisers:

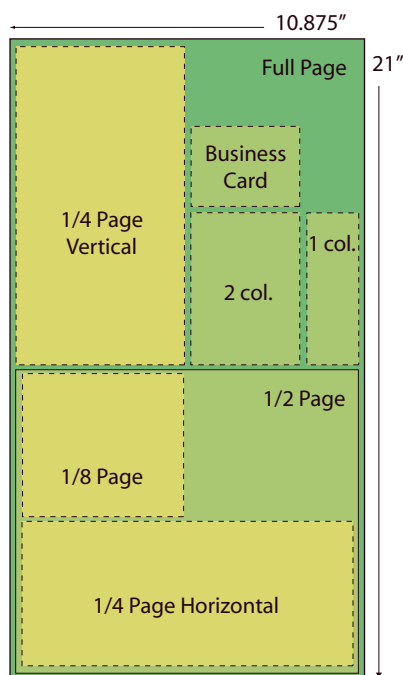
- All first-time advertisers  
must prepay ads

#### Established Advertisers:

- Payment is due 45 days  
of publication date
- Unpaid invoices over 45  
days will be charged  
50.00 each month until  
payment is received

#### Method of Payment:

- Check or money order
- Payable to *Accent*  
4400 College Park Dr., 2107  
Round Rock, Tx. 78665



Size	Width x Height	4-Color	B&W
Full Page	10.542" x 20.67"	1700.00	1200.00
1/2 Page	10.542" x 10.35"	750.00	600.00
1/4 Page Horizontal	10.542" x 5.18"	375.00	300.00
1/4 Page Vertical	5.19" x 10.542"	375.00	300.00
1/8 Page	5.19" x 5.27"	-	160.00
2 Column	3.4" x 5.27"	-	100.00
1 Column	1.62" x 5.27"	-	55.00
Business Card	3.4" x 2"	-	50.00

#### Discounts and Design

- ACC discount 10%
- 6 Issue discount 10%
- 12 Issue discount 15%
- Graphic Design 25.00/hr

#### Pre-Printed Inserts: 350.00 per issue

- 3,000 inserts, 8.5" x 11" sheet
- Delivered to *Accent* printing facility
- Sample needed for approval

#### Call for other advertising pricing

#### Advertising Policy:

- Advertising subject to approval by *Accent* staff
- No ads for alcohol, tobacco, mail order, credit cards or stimulants

## Issue Date Ad/Art Deadline Ad Size 4-C/B&W

Sept. 20	Sept. 8, noon		
Oct. 4	Sept. 22, noon		
Oct. 18	Oct. 6, noon		
Nov. 8	Oct. 27, noon		
Nov. 22	Nov. 10, noon		
Dec. 6	Nov. 24, noon		
Jan. 31	Jan. 19, noon		
Feb. 14	Feb. 2, noon		
Feb. 28	Feb. 16, noon		
March 28	March 16, noon		
April 18	April 6, noon		
May 2	April 20, noon		

## Insertion Order

- I agree to all *Accent* advertising and payment policies.
- I have listed the insertion date, size, and color of the ad(s) to be placed in *Accent*.
- I understand ad placement is not confirmed until I receive a copy of this agreement signed by an *Accent* representative.

Customer Signature \_\_\_\_\_

Date \_\_\_\_\_

*Accent* Representative Signature \_\_\_\_\_

Date \_\_\_\_\_

Insertion Order Number (*Accent* use only) \_\_\_\_\_

# Advertise Online

Three great ways to place your ad on  
theaccent.org

The screenshot shows the Accent newspaper website with several ad placement areas highlighted by green arrows and labels:

- Mini Banner:** Located on the left side of the main content area, next to a news article.
- Side Column Box:** Located on the right side of the main content area, next to a news article.
- Text Links:** Located at the bottom of the page, below the main content area.
- Bottom Tower:** Located at the very bottom of the page, below the text links.

## Place Free Online Ad With Print Buy

Receive a **free** online ad when you purchase six print ads. Your online campaign will run for the entire time your print ad runs in the award winning Accent newspaper.

### Print Ad Size

### Free Online Size

Full Page or 1/2 Page	Side Column Box
1/4 Page or 1/8 Page	Mini Banner
2 Col., 1 Col.	Bottom Tower
Business Card	Text Link

## Purchase Web Display Ads

Buy online display ads with no print placement. All prices are for a 14 day rotation in one of the three available display areas. Your ad will rotate with up to five other ads.

Size	Width x Height	Price
Side Column Box	300 x 250	300.00
Mini Banner	468 x 60	240.00
Bottom Tower	160 x 600	200.00

## Place Text Links

Place up to 50 characters (including spaces) of your text and a link to your site on the front page of theaccent.org. Your message will be the first thing readers see under the frequently updated and award winning content.

Run your text link for as long as you want for \$20.00 / week.

## Order Now

Available ad inventory is limited. Contact us now to reserve your space and start driving traffic to your site.

See the print advertising rate card and insertion order for additional details.

E-mail or call with your requirements and receive a custom quote.

**Advertising/Art Contact:**  
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accent@austincc.edu