



the Macon STATEMENT

Macon State College's Award-Winning Student Newspaper

Advertising Rate Card 2010-2011

The award-winning student newspaper at Macon State College is now printed every two weeks and it hits campus news stands on Mondays during the fall and spring semesters. Macon State College is a four-year college offering 18 bachelor's degrees in 30 majors, as well as associate's degrees and certification. Macon State is convenient to students throughout Central Georgia, with campuses in Macon, Warner Robins and on Robins Air Force Base. The Macon campus is only 45 minutes from Atlanta's southern crescent.

Price per issue	16 issues	8 issues	4 issues	1 issue	Size inches	Sq. Inches	Size Picas	Sq Pica
Full Page Color	\$348.00	\$406.00	\$464.00	\$580.00	10x14	140	60x84	5040
Half Page Color	\$180.00	\$210.00	\$240.00	\$300.00	10x7 or 5x14	70	60x42 or 30x84	2520
Quarter Page Color	\$105.00	\$105.00	\$120.00	\$150.00	5x7 or 7x5	35	30x42 or 42x30	260
Eighth Page Color	\$45.00	\$52.50	\$60.00	\$75.00	5x3.5 or 3.5x5	17.5	30x21 or 21x30	630
Full Page B/W	\$180.00	\$210.00	\$240.00	\$300.00	10x14	140	60x84	5040
HalfPageB/W	\$90.00	\$105.00	\$120.00	\$150.00	10x7 or 5x14	70	60x42 or 30x84	2520
Quarter Page B/W	\$45.00	\$52.50	\$60.00	\$75.00	5x7 or 7x5	35	30x42 or 42x30	1260
Eighth Page B/W	\$22.50	\$26.25	\$30.00	\$37.50	5x3.5or3.5x5	17.5	30x21 or 21x30	630
Color Column inch	\$3.30	\$3.85	\$4.40	\$5.50				
B/W Column inch	\$2.70	\$3.15	\$3.60	\$4.50				

Online Advertising

Size	Rate Per Month:
300 x 250 (pixels):	\$750.00
120 x 240 or 468 x 60 (pixels):	\$550.00

Online Discounts

Run an online ad for one month in addition to a display ad and receive 15% off the online advertising invoice.

Run 3 months or more and receive 25% off total online advertising invoice.

Note: These discounts cannot be combined.

Basic Creative Requirements

- PDF with all fonts imbedded
- All images 200-300 dpi
- Color images must be CMYK
- Black & White images must be grayscale
- There is a \$25 Art Fee if we have to build the ad
- **DEADLINE:** 11 calendar days prior to publication

TERMS AND POLICIES: The Macon Statement student newspaper is not liable for any error in advertising to a great extent than the cost of the space in which the item occurs. The newspaper retains the right to reject any advertising submitted for publication. The newspaper does not guarantee placement of ads unless prior approval is made with the editor-in-chief. The newspaper does not accept advertising concerning firearms, tobacco or promotion of alcohol.

Contact Information

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Student Media Coordinator
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Tentative Publication Dates

Deadline is 11 calendar days prior to publication

Fall Semester

August, 16, 2010
August 30, 2010
September 13, 2010
September 27, 2010
October 11, 2010
October 25, 2010
November 7, 2010
November 21, 2010

Spring Semester

January 10, 2011
January 24, 2011
February 7, 2011
February 21, 2011
March 14, 2011
March 28, 2011
April 11, 2011
April 25, 2011

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