



Advertising Information

The Campanil is the only student-run newspaper for Mills College. With a circulation of 1,020 we reach over 2,000 members of the college and local community plus a massive network of alumnae through our website. We are a traditional tabloid-sized paper that focuses on issues of importance to women, students and academics, as well as life in Oakland, Calif. and the vibrant Bay Area. Our community is unique due to its diverse interests and urban setting. Advertising with *The Campanil* helps your business gain access to this special group of students, faculty, administration, and local leaders and members of the Laurel District community.

Layout

Size: Tabloid.

Color: *The Campanil* prints in both color and black and white.

Pages: Traditionally 12. The number of pages will never be less than 8.

Column widths:

1 column: 1 7/8"

2 columns: 4"

3 columns: 6 1/16"

5 columns: 10 3/16"

Common ad sizes:

Eighth page: 2 col. x 5" or 5 col. x 2" • 10 col. inches

Quarter page: 3 col. x 7.5" • 22.5 col. inches

Half page: 5 col. x 7.5" • 37.5 col. inches

Full page: 5 col. x 16" • 80 col. inches

(Column heights are equal to actual inches)

Frequency and Requirements

Frequency: *The Campanil* is published in print eight times each semester, on alternating Mondays. Additional content regularly appears online.

Requirements: Please see the attached calendar for ad submission deadlines. Ad creation requests must be received one week before the ad submission deadline. Ads must be received in JPG or PDF format, along with ad size, tagline and contact information. Please indicate if the artwork fits the purchased space exactly.

Display Rates

We offer a 10% discount for ads placed in three or more consecutive issues and a 25% discount for semester-long runs.

Open rate: \$10 per column inch.

Agency discount: 15% off open rate.

Local / Laurel District discount: 20% off open rate.

Mills College discount: 40% off open rate.

Student Organizations discount: 50% off open rate.

Enhancements

Color: Additional 15%.

Development fee: \$20 for ad creation by *The Campanil*, in addition to publication fees.

Back Page placement: \$50 for full page, \$25 for all other sizes, in addition to publication fees.

Inserts

Rate: \$100 per 1,000 sheets.

Instructions: Finished inserts should be 8.5" x 11" or smaller. *The Campanil* must review and pre-approve a copy of the insert, preferably three weeks prior to the publication date. Inserts can be picked up from our newsroom. If shipping inserts directly to our printer, mail to:

Folger Graphics
Attn: The Campanil (publication date)
2339 Davis Ave
Hayward, CA 94545

Direct all inquiries to ads@thecampanil.com • phone (510) 430-2246 • fax (510) 430-3176
Newsroom: 157 Rothwell Center, 5000 MacArthur Blvd, Oakland, CA 94613

Fall 2009 Print Advertisements Calendar

Please e-mail your artwork to ads@thecampanil.com by 4 p.m. on the ad submission deadline.

ISSUE 1: Deadline August 21, 2009 • On newsstands August 26, 2009

ISSUE 2: Deadline Sept. 9, 2009 • On newsstands Sept. 14, 2009

ISSUE 3: Deadline Sept. 23, 2009 • On newsstands Sept. 28, 2009

ISSUE 4: Deadline Oct. 7, 2009 • On newsstands Oct. 12, 2009

ISSUE 5: Deadline Oct. 21, 2009 • On newsstands Oct. 26, 2009

ISSUE 6: Deadline Nov. 4, 2009 • On newsstands Nov. 9, 2009

ISSUE 7: Deadline Nov. 18, 2009 • On newsstands Nov. 23, 2009

ISSUE 8: Deadline Dec. 2, 2009 • On newsstands Dec. 7, 2009