

eCorsair.com

It's the new **FACE** of journalism

Now, there are even more reasons to advertise with The Corsair. With the launch of our online reporting and multimedia storytelling, eCorsair.com has become the site students, faculty and alumni go to when they want to get the latest PJC news and events.

ONLINE DISPLAY AD RATES

Be seen every day with an ad on eCorsair.com. We provide a click-thorough link to your company Web site too.

\$100 per month ROS, \$60 per month, targeted pages
Animated ads - \$200 per month

Three sizes to choose from:
banner ad (468 x 60 pixels)
square button ad (300 x 250)
tower ad (160 x 600)

ECORSAIR PODCAST

Podcasting - it's the newest trend on news sites and eCorsair has weekly installments. Anyone can listen via our Web site or download the podcast to an MP3 player.

Add your 20-second audio commercial and reach thousands of college students every week.

\$50 per week, pre-recorded MP3
\$75 per week, eCorsair.com produced

VIDEO CHANNEL

eCorsair.com now has a video channel! We produce video stories as well as a 5-minute weekly newscast. We also live stream selected campus events and sports. There may be other niche possibilities, as well, such as entertainment and sports.

Add your 30-second video commercial and reach thousands of college students every week.

\$75 per week, pre-recorded video
\$150 per week, eCorsair.com produced

CLASSIFIEDS

Check out our new classifieds section at ecorsair.campusave.com. Ads for students and college employees are free using a campus email address. Rates are very economical for others, ranging from \$5 for "for Sale" ads for 30 days to \$15 for housing, jobs and services. Users will be able to load up to four photos with each listing, store favorite listings for quick reference on a future visit and set up search criteria to receive daily updates on new listings. Go online to place an ad.



eCorsair.com photojournalist Danica Spears edits photos in the Kennedy Space Center newsroom. Spears and several other student reporters covered a shuttle launch piloted by a PJC alumnus.

ADVERTISING POLICY

All advertising is subject to approval by The Corsair Editorial Board. No advertising will be accepted that is discriminatory, degrading or insulting on the basis of race, creed, sex or national origin. The Corsair does not accept advertisements for beer, wine, hard liquor or tobacco.

Preferred placement is at the discretion of the editors.

Advertisement in The Corsair does not constitute an endorsement by Pensacola Junior College.

PAYMENT AND CREDIT POLICIES

PJC reserves the right to require prepayment of advertisement for one-time ads or if credit has not been established with the college. All political advertising must be pre-paid. The Corsair may stop placement or reject advertising if advertiser is delinquent in payments.

Return check and collection policies are according to PJC policy.

All rates are NET to the newspaper. Ads through agencies require payment in advance or billing to the advertiser unless agency establishes credit and assumes responsibility for payment of client's account.

PROOFS

Proofs will be provided for Corsair-designed ads and must be returned signed and with any corrections before ads run.

TEAR SHEETS

A tearsheet will be furnished for advertisers with each ad. Online advertisers will be sent monthly reports with information including page impressions and click-throughs.