

THE VOLANTE

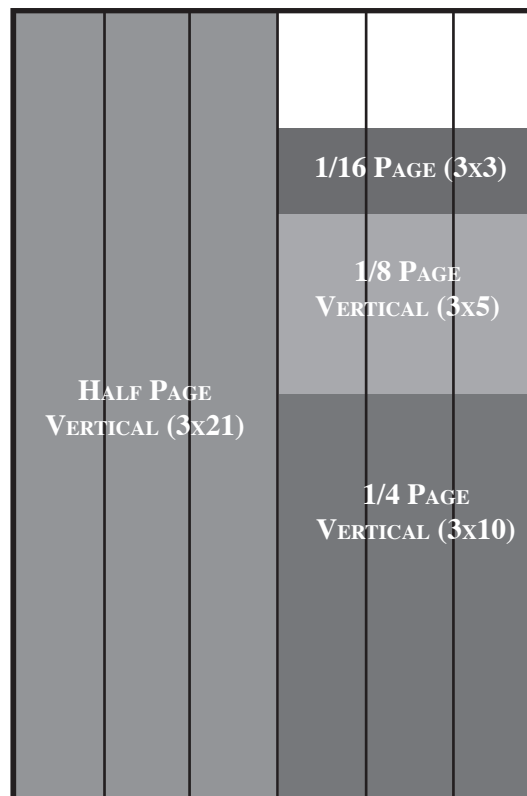
THE STUDENT'S VOICE SINCE 1887



ADVERTISING RATES AND
PUBLICATION DATES



SAMPLE AD SIZES



Column Sizes

Columns	1	2	3	4	5	6
Inches	1.73	3.71	5.69	7.67	9.65	11.625

RATES

Local

Local Open Rate: \$5.75 per column inch
 Local Church Rate: \$5.25 per column inch
 USD Organization Rate: \$5.25 per column inch

National

National Open Rate: \$10 per column inch
 Net to paper, non-commissionable, no cash or prompt payment discounts
 National Representatives: American Passage Media Corp., CASS Comm.

Sample Rates

	Column Inches	USD/Church	Local	National
Full Page	126	\$661.50	\$724.50	\$1,260
Half Page	66	\$346.50	\$379.50	\$660
1/4 Page	30	\$157.50	\$172.50	\$300
1/8 Page	15	\$78.75	\$86.25	\$150
3x3	9	\$47.25	\$51.75	\$90
3x2	6	\$31.50	\$34.50	\$60

Contracted

Column inches per year	Local Rate/In	National Rate/In
100	\$5.50	\$9.95
150	\$5.45	\$9.90
200	\$5.40	\$9.85
250	\$5.35	\$9.80
300	\$5.30	\$9.75
400	\$5.25	\$9.70
500	\$5.20	\$9.65
600	\$5.15	\$9.60
700	\$5.10	\$9.55
800	\$5.00	\$9.50
1000	\$4.95	\$9.45

Color Rate

First Color (Spot Color) \$55
 Each Additional Color \$50
 Full Color \$205
 Spot color charges are in addition to general advertising rate

Newspaper Size

Page size: 6 column over 12.5" x 21"
 Advertising exceeding 19" in depth will be charged for 21"
 Please deliver (not fax) original quality copies of any artwork two working days prior to publication date.

UPCOMING ISSUES & SPECIALS

SEPTEMBER 29 Dakota Days	Don't miss your chance to advertise on the flag
DECEMBER 8 Holiday Online Special	Advertise online and your ad will be viewed for over a month at www.volanteonline.com
JANUARY 26 Back to School Special	Dont miss your chance to gain new customers
MARCH Spring Break Edition	Advertise online and your ad will be viewed for over 3 weeks
MAY 4 Freshman Tabloid Edition	Rates and sizes adjusted for tabloid format

Online

	Size (pixels)	Rate	
Top Banner Ad	468x60	\$125	NO ADDITIONAL CHARGE IS ASSESSED FOR COLOR ADS.
Square Side Bar Ad	300x250	\$75	
Rectangle Side Bar	160x600	\$75	
Bottom Banner Ad	728x90	\$48	

ADS MUST BE SUBMITTED IN JPEG OR PDF FORMAT

Production

Scanning ————— Free

Ad Production ————— Free

ADVERTISING POLICIES

1. The Volante cannot be held responsible for errors which occur as a result of illegibility or the necessity of interpretation or when a proof of an ad has been approved by the customer. The newspaper's liability of an error in any advertisement shall not exceed the proportionate space in which the error occurred.
2. Advertisers may receive a proof of any advertisement, however corrections must be clearly noted or identified and must be recieved no later then 5pm of the Monday before publication.
3. Advertisement may not be cancelled after the advertising deadline. The Volante reserves the right to revise the deadline schedule at any time. If the space is reserved and the advertiser fails to supply ad information before the deadline, the advertiser will be charged full price for the ad.
4. The Volante advertising is not responsible for the journalistic content in The Volante.
5. The Volante reserves the right to revise or reject advertising. Advertising simulating news style must carry the word "advertisement" at the top of the ad.

DEADLINES

Display Advertising: A week prior to publication

CIRCULATION

5,000 copies every week and over 100 drop sites

PRINTED INSERTS

Local Rate: \$45 (cost per thousand)
National Rate: \$55 (cost per thousand)

Insert rates are net to paper, non-commissionable, no cash or prompt payment discounts.

Sample of insert must be submitted for approval to advertising manager seven days prior to shipment.

Minimum of 1,000 inserts; max of 5,000 or total press run.

Inserts should be boxed, bundled, or on skids. Skid max weight: 1,500 pounds. Inserts must be bundled in standard labeled quantities.

Inserts must be in plant at least six days prior to publication date. Inserts may be delivered between 8:30 am and 3pm on weekdays.

Ship to:
Press and Dakotan
319 Walnut
Yankton, SD 57078

THE VOLANTE
VOLANTEONLINE.COM

AL NEUHARTH MEDIA CENTER
555 DAKOTA ST.
VERMILLION, SD 57069

2010/2011 PUBLICATION DATES

SEPTEMBER						
S	M	T	W	T	F	S
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER						
S	M	T	W	T	F	S
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER						
S	M	T	W	T	F	S
	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER						
S	M	T	W	T	F	S
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JANUARY						
S	M	T	W	T	F	S
						01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FEBRUARY						
S	M	T	W	T	F	S
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

MARCH						
S	M	T	W	T	F	S
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL						
S	M	T	W	T	F	S
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

MAY						
S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Advertising Staff and Contact Information

ADVERTISING MANAGER
Abby Buehler
(605) 677-4253

BUSINESS MANAGER
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ADVERTISING REPS
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