

# HORIZON ADS

*Whatcom Community College's only student-run newspaper.*

Whatcom Community College is a comprehensive two-year college serving more than 7,000 students quarterly and 12,000 annually. The award-winning Horizon is free and is produced entirely by and for students of Whatcom, printing 1,000 copies of each issue four times a quarter (five in the fall) for a total of 13 issues per academic year. It is distributed around campus and into the community and is widely read.

**E-mail:** [ads@whatcomhorizon.com](mailto:ads@whatcomhorizon.com)

**Billing inquiries:** Jennie Sabine [jsabine@whatcom.ctc.edu](mailto:jsabine@whatcom.ctc.edu) Phone: (360) 383-3367

## DISPLAY AD RATES FOR 2014/2015 ACADEMIC YEAR

Type of ad or discount:	Insertion rate, B&W	Insertion rate, full color	10% discount three or more same size ads in one quarter; nonprofits	20% discount for WCC; 10 or more same size ads through academic year
SIZE	B&W	COLOR	10% discount	20% discount
<b>Full page</b> 10" w x 15.5" h	B&W special rate: \$470	Color (back page only) special rate: \$900	Nonprofit only \$423 (B&W) \$810 (color)	WCC discount \$376 (B&W) \$720 (color)
<b>Half page</b> 10" w x 8" h	\$272	\$608	\$245/ \$548	\$218/ \$488
OTHER SIZES	B&W	COLOR	10% discount	20% discount
7.5" w x 8" h	\$153	\$342	\$138/ \$308	\$123/ 274
5" w x 8" h	\$136	\$304	\$122/ \$274	\$108/244
5" w x 6" h	\$102	\$228	\$92/ 206	\$82/ \$184
5" w x 5" h	\$85	\$190	\$76/\$171	\$68/ \$152
5" w x 4" h	\$68	\$182	\$61/ \$164	\$54/ \$ 146
Vertical column 2.5" w x 15.5" h	\$132	\$294	\$119/ \$265	\$105/236
<b>NEW!</b> 2.5" w x 8" h	\$66	\$172	\$60/ \$155	\$53/\$138
Horizontal banner, (bottom of page only) 10" w x 2" h	\$68	\$182	\$61/ \$164	\$54/ \$146
"Business card" size 5" w x 2" h	\$34	N/A	\$30	\$28

**Open Rate, black and white:** \$8.50 per column inch (at 2.5" wide)

**Open Rate, color:** \$19 per column inch (at 2.5" wide)

**The Horizon is a four column tabloid newspaper** with a display area of 10" x 15.5" per page. Columns are slightly under 2.5-inches wide. Ad sizes that are not in 2.5-inch width increments will be altered to fit space requirements. In rare cases, some ads may have to be adjusted (increased or decreased *very* slightly) to fit.

- **All ads are subject to approval by Horizon editorial board.** We do not accept ads that foster prejudice, ads that are indecent or vulgar (as determined by editorial board) or ads that are misleading. Political ads cannot be larger than a quarter page for any single candidate or ballot measure. We reserve the right to label any advertisement "paid advertising."
- **Submit ads** by email to [ads@whatcomhorizon.com](mailto:ads@whatcomhorizon.com) (cc: [cwallace@whatcom.ctc.edu](mailto:cwallace@whatcom.ctc.edu))
- **We prefer that you send output-ready PDF attachments because you will get the best quality;** however, we also accept .jpg files, minimum 200 DPI. Do **not** use art from your Web site as these images print poorly.
- **For color ads, verify that your files are in CMYK mode.**

*\* Note: Ads are billed immediately after publication or after the last issue of the quarter for advertisers with approved credit running ads for the quarter. All accounts are payable within 30 days of billing.*

**No ads will be run until a contract is signed. All contracts will be reviewed** by the current editorial board at the beginning of each quarter. The Horizon reserves the right to terminate ad publication at any time as determined by the student editorial board.

### **Horizon Publication Schedule: Fall 2014 through Spring 2015**

<u>Issue Number</u> (13 total per academic year)	<u>Ad deadline</u> (Due Mondays by 5 p.m. except Welcome Back Issue #1)	<u>Publication date</u> (On racks and newsstands Tuesdays by 1 p.m.)
<b>Fall quarter (Sept. 16-Dec. 5)</b>		
Welcome Back Issue #1	<b>September 19 (Friday)</b>	<b>September 23</b>
Issue # 2	<b>October 6</b>	October 14
Issue # 3	<b>October 20</b>	October 28
Issue # 4	<b>November 10</b>	November 18
Issue # 5	<b>November 24</b>	December 2
<b>Winter quarter (Jan. 7-March 27)</b>		
Issue # 6	<b>January 19</b>	January 27
Issue # 7	<b>January 2</b>	February 10
Issue # 8	<b>February 16</b>	February 24
Issue # 9	<b>March 9</b>	March 17
<b>Spring quarter (April 7-June 19)</b>		
Issue # 10	<b>April 20</b>	April 28
Issue # 11	<b>May 4</b>	May 12
Issue # 12	<b>May 18</b>	May 26
Issue # 13	<b>June 1</b>	June 9

*Revised September 12, 2014*