

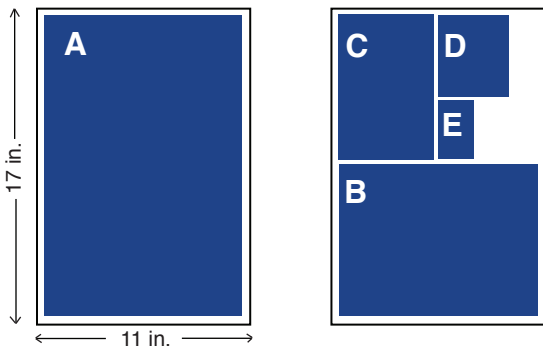
THE RECORDER RATE CARD 2011-2012

The Recorder
Central Connecticut State University
1615 Stanley Street,
New Britain, CT 06050

T. 860.832.3744
F. 860.832.3747
Gen. editor@centralrecorder.com
Ads advertising@centralrecorder.com

Display Rates:

Rates are \$10.00 per column inch
One column inch = 2 inches x 1 inch



- A. 5 col. (10 in) x 16 inches = \$800 (full page)
- B. 5 col. (10 in) x 8 inches = \$400 (half page)
- C. 3 col. (6 in) x 7 inches = \$210 (quarter page)
- D. 2 col. (4 in) x 5 inches = \$100
- E. 1 col. (2 in) x 3 inches = \$30

NEW: We offer front page banner ads placed at the bottom of page 1. Dimensions are 5 col. x 2 inches (or 10 inches wide by 2 inches high). Open rate is \$400 per issue. Ad must be in color.

Possible dimensions include, but are not limited to, the above list of ad sizes. These are the most common, however, we accommodate alternate sizes. We do not offer location guarantees. For frequency discounts on both free-standing inserts and display ads, see page 3.

Campus Rates:

All student-run clubs and organizations directly affiliated with Central Connecticut State University are eligible for free advertising. These advertisements may not exceed a half-page. Any club interested in placing an advertisement larger than a half-page will be charged the normal rate.

Insert Rates:

We accept pre-printed inserts only. Inserts cannot exceed 8.5" x 11" (including folded). Inserts must be sent to or dropped off at The Recorder office. They must arrive two weeks prior to publication for review by the Advertising Manager and Editor-in-Chief. We print 3,000 copies per issue.

Single sheet/Single advertiser: \$400

Multiple sheet/ Single Advertiser: \$450

There will be a limit of two inserts (one per advertiser) per issue. These will be offered on a first come, first serve basis.

Calendar:

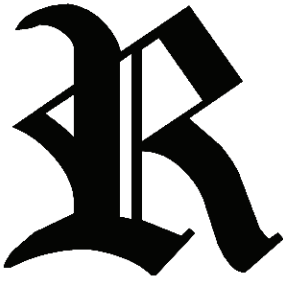
The Recorder is a weekly newspaper with distribution on Wednesdays.

Fall 2011 Semester Issue Dates:

- August 31
- September 7, 14, 21, 28
- October 5, 12, 19, 26
- November 9, 16, 30
- December 7

Spring 2011 Semester Issue Dates:

- January 18, 25
- February 1, 8, 15, 22, 29
- March 14, 28
- April 4, 11, 18, 25
- May 2



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Display Ad Material:

The Recorder accepts the following file formats for ad material:

- PDF, JPG and TIFF files
- Adobe Photoshop, InDesign, Illustrator files

We do not accept Publisher, Microsoft Word or any other type of word processing files.

Please submit all ads in black and white, as we do not run color ads. All ad material must be high resolution (300 dpi).

If ads need to be altered, either on-the-spot (if delivered late) or advertiser requests that ad be altered to fit Recorder requirements, The Recorder reserves the right to charge a 7 percent design fee in addition to the overall cost of the ad.

Display Ad Material Delivery:

Naming convention for display ad files must include the advertiser name and the issue date of The Recorder. Material must be emailed to ads@centralrecorder.com.

We require that ad material as well as the completed insertion order be received by the Ad Manager at least six days before the scheduled run date (the Thursday before the Wednesday publication date), otherwise we cannot guarantee that the ad will run on the desired date.

Insert Delivery:

Please ship to or drop off inserts at The Recorder office:

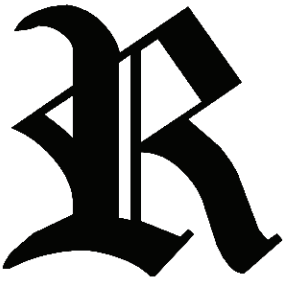
Student Center, Room 107
Central Connecticut State University
1615 Stanley Street

New Britain, CT 06050

Payment:

Local advertisers must submit payment before the scheduled run date of an ad. Checks are preferred, but credit card authorization slips are accepted.

Tear sheets will be sent out the day of distribution (Wednesdays) as proof of publication. Three full issues will be included, along with an invoice for that issue.



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Frequency Discounts

Cost per insertion (display ads)

Size	Open Rate				
	1x	4x	8x	12x	14x*
Full page	800	760	720	680	656
3/4 page	600	570	540	510	492
2/3 page	533.33	506.66	479.99	453.32	437.33
Half page	400	380	360	340	328
1/3 page	266.67	255.33	240	226.67	218.67
1/4 page: 3 col. x 7 in	210	199.50	189	178.50	172.20
1/8 page: 2 col. x 5 in	100	95	90	85	82
Front page: 5 col x 2 in	400	380	360	340	320

Cost per insertion (free-standing inserts)

Size	Open Rate				
	1x	4x	8x	12x	14x
1-page	400	380	360	340	328
2-page	450	427.50	405	382.50	369

Frequency Discount

Only contracted advertisers are eligible for frequency discounts when advertising at the same or greater size. When a contracted advertiser fails to complete their frequency schedule, a short-rate billing will occur. All insertions that have previously been published will be recalculated at the adjusted frequency rate.

Like free-standing inserts, front page ads are offered on a first-come, first-serve basis.

* For a 14-issue, or full semester frequency discount, contracts must be arranged by August 26, 2011 for the Fall semester and by January 13, 2012 for the Spring semester.