

# THE RECORDER RATE CARD 2017-2018

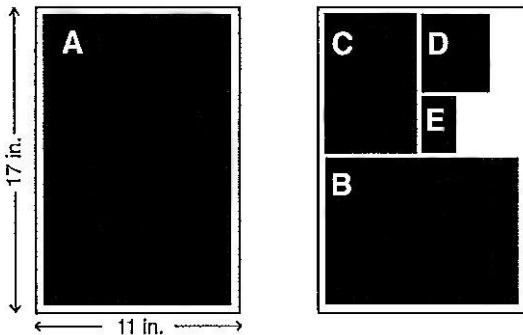
The Recorder  
Central Connecticut State University  
1615 Stanley Street  
New Britain, CT 06050

T. 860-832-3744

Gen. [editor@centralrecorder.com](mailto:editor@centralrecorder.com)  
Ads [advertising@centralrecorder.com](mailto: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. @ 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 organization directly affiliated with central Connecticut State University are eligible for free advertising. This advertisement 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 1,500 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 served basis.

## Calendar

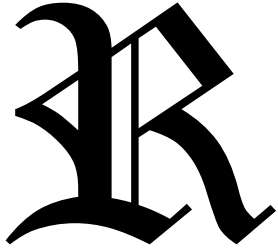
The Recorder is a weekly newspaper with distribution on Wednesdays.

### Fall 2017 Semester Issue Dates:

September 6, 13, 20, 27  
October 4, 11, 18, 25  
November 1, 8, 15, 29  
December 6

### Spring 2018 Issue Dates:

January 17, 24, 31  
February 7, 14, 21, 28  
March 7, 21, 28  
April 4, 11, 18, 25  
May 3



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## Display Ad Material

The Recorder accepts the following file formats for ad material:

- PDF, JPG, and TIFF file
- 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. Only banner ads are in color. 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: [advertising@centralrecorder.com](mailto:advertising@centralrecorder.com).

We require that ad material as well as the completed insertion 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 Deliver:

Please ship to, or drop off inserts at The Recorder office, no later than the Monday (10 days prior to insert run date).

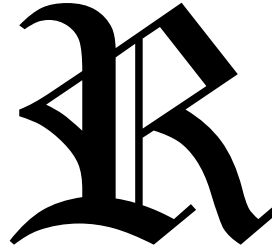
Recorder Office  
Student Center, Room 107  
Central Connecticut State University  
1615 Stanley Street  
New Britain, CT 06053

## Payment:

Local advertisers must submit payment before the scheduled run date of an ad. Checks can be made out to Recorder Student Newspaper. Sorry, the Recorder is unable to accept payments via credit card.

Tear sheets will be sent out monthly for national ads and weekly for local ads as proof of publication. Three full issues will be included, along with an invoice for that issue.

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CCSU Club ads are free as space allows, 15% discount for Charities or CCSU departments)

\*If you are a charity or department of CCSU receiving the 15% discount you may not also get a volume discount.  
 Ad agencies are not eligible for charitable discounts if placing ads for charities.

## Frequency Discounts

Cost per insertion (display ads)

Size	Open Rate	5%	10%	18%
	1x	4x – 6x	7x – 10x	11+
Full page	800	760	720	656
3/4 page	600	570	540	492
2/3 page	533	506	479	435
Half page	400	380	360	328
1/3 page	266	255	240	218
1/4 page: 3 col x 7 in	210	199	189	172
1/8 page: 2 col. X 5 in	100	95	90	82
Front page	400	380	360	320

Cost per insertion (free-standing inserts)

Size	Open Rate	5%	10%	18%
	1x	4x – 6X	7x – 10x	11x
1 page	400	380	360	328
2 page	450	427	405	369

## Frequency Discount

Only contracted advertisers are eligible for frequency discount when advertising at the same or greater size. When a contracted advertiser fails to complete the frequency schedule a short-rate billing will occur.

**For a frequency discount, contracts must be arranged in advance.**

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

Editorial staff, as space allows, will grant ad space for public service announcements at discretion.

\*Editor reserves the right to refuse any ad.