

The Albrightian

Fall 2011 Rate Card

“A Different Way of Reporting”

The Albrightian has been the voice of Albright College since 1904. Now in its 107th year, *The Albrightian* strives to provide current and Valuable information to all members of the Albright community. Editions of the newspaper are distributed throughout the campus community as well as published online as a PDF at <http://www.albright.edu/albrightian/index.html> or on our blog at <http://albrightian.wordpress.com/>.

Publication Schedule

Edition	Ads Due	Distribution
Welcome Mat	---	September 1
1st	September 8	September 15
2nd	September 22	September 29
3rd	October 6	October 13
4th	October 20	October 27
5th	November 10	November 17
6th	November 24	December 1
7th	December 8	December 15

Important Dates!

- October 29th is Albright's Homecoming weekend. There will be visiting alumni and families of current students. Readership is expected to be higher over this weekend.
- Remember to place your Black Friday ads early for our November 24th issue.

Size	Dimensions	Distribution
1/16 page	1.7" x 3"	\$30
1/8 page	3.66" x 3"	\$60
1/4 page	5.6" x 6"	\$90
1/2 page	9.5" x 7.75"	\$140
Full page	9.5" x 15.5"	\$250
Online	150 x 100 pixels	\$25/month
Online	150 x 200 pixels	\$35/month

Please keep in mind:

When sending advertisements;

- Electronic formats are preferred
- Camera ready is accepted
- All pictures must be in PDF format
- \$1.00 charge for shipping/handling
- \$10.00 charge for late submissions
- 10% discount for prepaid advertisements

Special rates may be arranged for orders of advertisements over three issues per semester. Please inquire by email or phone. *The Albrightian* serves the campus of Albright College. Advertisements deemed inappropriate in content will not be printed.