

the ANCHOR

Independent student newspaper of Rhode Island College, established 1928

RHODE ISLAND COLLEGE

Rhode Island College National & Regional Advertising Media Kit 2011-2012

About Us

Rhode Island College is a public college located in Providence, RI about an hour from Boston, MA. The college enrolls over 9,000 students and offers a variety of academic programs, including education, nursing and social work.

Established in 1928, The Anchor is the student-run newspaper of Rhode Island College. The paper is published weekly during the academic year and distributed to 40 locations throughout campus. Advertising opportunities for the 2011-2012 academic year include display advertising, color advertising, free-standing inserts, and online advertising on The Anchor's website at <http://www.anchorweb.org/>.

General Information

Frequency:	Weekly
Days Published:	Mondays
Circulation:	3,500
Readership:	9,000
School Enrollment:	9,260
School Location:	Providence, RI
Metro Area:	Providence, RI/Boston, MA
Format:	5 Column Tabloid
Full Page Size:	5 col (9.5") W x 12.0" H
Column Widths:	1) 1.75" 2) 3.69" 3) 5.63" 4) 7.56" 5) 9.5"

Demographics

10-11 In-State Tuition:	\$6,986
Estimated In-State Student Expenses:	\$18,682-\$22,286
Most Popular Bachelor Degree(s):	Education
Most Popular Masters Degree(s):	Education
Male/Female Ratio:	33% / 67%
Graduation Rate:	45%
On-Campus Housing Y/N:	Yes

Ethnicity	Percentage
White:	51%
Black:	4%
Hispanic:	5%
Asian/Pacific Islander:	2%
American Indian:	0%
Unknown/Other:	33%
Non-Resident Alien:	0%

Display Advertising

Column Inch Rates

Description:	National/Open Rate
PCI Rate:	\$10.60

Modular Black and White Rates

Description	Size	Rate
Full Page	5 col (9.5") W x 12.0" H	\$599.00
Half Page Horizontal	5 col (9.5") W x 6.0" H	\$299.00
Quarter Page Vertical	2 col (3.69") W x 7.5" H	\$159.00
Quarter Page Horizontal 1	3 col (5.63") x 5.0" H	\$159.00
Quarter Page Horizontal 2	5 col (9.5") W x 3.0" H	\$159.00

Color Rates

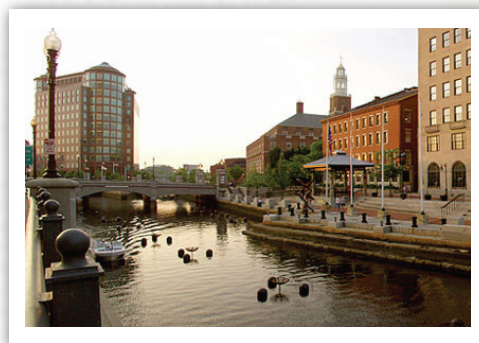
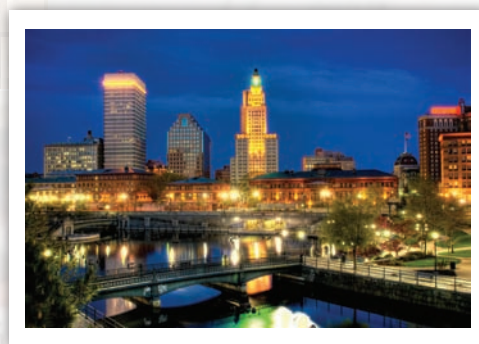
Description	Size	Rate
Double Truck, Full Color	10 col (19.8") W x 12.0" H	\$1,399.00
Full Page, Back Page, Full Color	5 col (9.5") W x 12.0" H	\$949.00
Half Page, Back Page, Full Color	5 col (9.5") W x 6.0" H	\$649.00

Custom Color Ads

-Add CMYK (Process, 4-Color) to any ad: \$559.00

Size Restrictions

- Minimum size to place an ad: 10 column inches
- Ads more than 13.0" in height will be billed at the full page height of 15.8"



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Display Advertising Discounts

Frequency Discounts*

Min Insertions	2	4	6	12	25
Max Insertions	3	5	11	24	+
% Discount	5%	10%	15%	20%	25%

Bulk Contracts*

Column Inches	250	500
PCI Rate	\$9.00	\$7.85

*These discounts will not be applied to color costs of custom color ads. For custom color ads, the discounts will apply to the black and white portion only and the advertiser will pay the full color rate



Insert Quantities and Rates

Min Qty:	3,500
Max Qty:	3,500
Min Pages:	1-2
Max Pages:	4-8
Flat Rate (1-2 Pages)	\$451.50
Flat Rate (4-8 Pages)	\$521.50

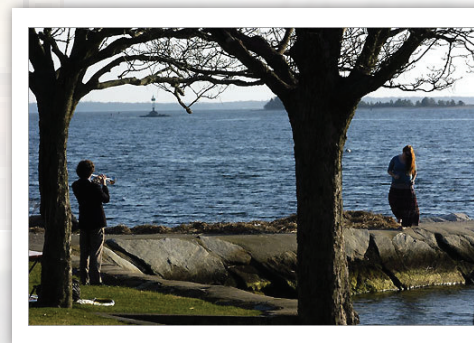


Please send a PDF of the insert to: orders@mymediamate.com for content approval prior to shipping actual materials.

Insert materials must be shipped directly to the address below:

Turley Publications, Inc.
 Attn: Jacki Provost / Anchor Inserts
 24 Water Street
 Palmer, MA 01069

Inserts must arrive at above address 1 week prior to run date.
 Please include run date(s) on boxes and shipping label.



Online Advertising

Size (In Pixels)	Rate Per Month
Large Square, 300 x 250	\$650.00
Horizontal Banner, 468 x 60	\$350.00
Vertical Banner, 120 x 240	\$350.00

Online Discounts

- Run an online ad for one month to a display ad and receive 15% off the online advertising invoice.
- Run 3 months or more and receive 25% off total online advertising invoice

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Classified Advertising

Package: 30 (qty) words
Rate: \$30.00

Classified Discounts

- Run in all issues in a given semester and receive 10% off
- Run in all issues in a given academic year and receive 15% off.

Publication Dates

Fall 2011

August 29 - Back to School Issue

September 5, 12, 19, 26 - RIC Accounting Job & Internship Fair

October 3, 10, 17, 24, 31

November 7, 14, 21, 28

December 5, 12

Spring 2012

January 23, 30

February 6, 13, 20, 27

March 5, SPRING BREAK, 19, 26

April 2, 9, 16, 23, 30

May 7 - Graduation Issue

All Dates Tentative and Subject to Change.

Academic Calendar

http://www.ric.edu/academics/academic_calendar.php#

Deadline & Contact Information

Space and material deadline for display advertising is 7 business days prior to run date.

Please note: Our deadline is 7 business days, not 7 weekdays. For example, if your ad is running on Tuesday, October 27th, your artwork and space reservation is due Friday, October 16th.

The Anchor has hired MediaMate to be its exclusive Ad Manager. MediaMate is not an agency. MediaMate is the direct ad manager on staff, and all rates published on this media kit are direct rates. Please be sure to update your contact information for the Anchor to the below to ensure all correspondence and ad materials are received.

Payments should be made out to: MediaMate and mailed to: MediaMate, LLC, 200 Brickstone Sq., Suite 505, Andover, MA 01810 or to pay by credit card call MediaMate at 888.897.7711. Accepted card types are Visa, Mastercard, Discover, and Amex.

All information subject to change at any time.

Basic Creative Requirements

- PDF with all fonts embedded
- Quark XPress with all images and fonts
- EPS file with all fonts embedded
- All images should be 200-300 dpi
- Color images must be in CMYK format
- Black and white images must be in grayscale

