

ALLEGHENY VIEW

Community College of Allegheny County National & Regional Advertising Media Kit 2011-2012

About Us

The Community College of Allegheny County is the largest community college in Pennsylvania, and consists of 4 locations and 6 college centers located throughout the county. CCAC offers more than 170 programs, including a record number of health care degrees. Situated on 10 acres in the bustling North Side of Pittsburgh, the Allegheny Campus is the largest of all locations.

The Allegheny View is the student newspaper serving the Allegheny Campus community. Publishing 2,000 copies monthly, the View serves thousands of CCAC students. Advertising opportunities for the 2011-2012 school year include display and color advertising.

General Information

<i>Frequency:</i>	Monthly
<i>Days Published:</i>	Wednesday
<i>Circulation:</i>	2,000
<i>Readership:</i>	6,000
<i>Summer Issues:</i>	No
<i>3 Col Ads Accepted:</i>	Yes
<i>School Location:</i>	Pittsburgh, PA
<i>Metro Area:</i>	Pittsburgh, PA
<i>School Enrollment:</i>	7,561
<i>Format:</i>	4 Column Tabloid
<i>Full Page Size:</i>	4 col (9.25") W x 15.0" H
<i>Column Widths:</i>	1) 2.19" 2) 4.50" 3) 6.88" 4) 9.25"

Demographics

<i>School Type:</i>	2-Year Public
<i>Highest Degree:</i>	Associate's
<i>2010-2011 In-State Tuition:</i>	\$5,177
<i>2010-2011 In-State Student Expenses:</i>	\$13,645
<i>Most Popular Degrees:</i>	Health Professions, Liberal Arts
<i>Male/Female Ratio:</i>	43% M / 57% F
<i>On Campus Housing:</i>	No
<i>Graduation Rate:</i>	11%
<i>Transfer Out Rate:</i>	22%
<i>Ethnicity</i>	Percentage
<i>White:</i>	65%
<i>Black:</i>	15%
<i>Hispanic:</i>	1%
<i>Asian/Pacific Islander:</i>	1%
<i>American Indian:</i>	1%
<i>Race / Ethnicity Unknown:</i>	15%
<i>Non-Resident Alien:</i>	0%

Please Note: The Allegheny View does not accept online advertising, classified advertising or inserts.

Display Advertising

Column Inch Rates (Black & White)

<i>Description:</i>	National/Open Rate
<i>PCI Rate:</i>	\$7.50

Modular Rates (Black & White)

<i>Description</i>	<i>Size</i>	<i>Rate</i>
Back Page	4 col (9.25") W x 15.0" H	\$300.00
Full Page	4 col (9.25") W x 15.0" H	\$250.00
Half Page Horizontal	4 col (9.25") W x 7.50" H	\$175.00
Half Page Vertical	2 col (4.50") W x 15.0" H	\$175.00
Quarter Page Vertical	2 col (4.50") W x 7.50" H	\$120.00
Quarter Page Horizontal	4 col (9.25") W x 3.75" H	\$120.00

Color Rates

<i>Description:</i>	Full Color, CMYK (Process, 4-Color)
<i>Rate:</i>	\$450.00

Size Restrictions

- Minimum size to place an ad is 10 column inches.
- Ads more than 14.0" in height will be billed at the full page height of 14.0".



Display Advertising Discounts

Frequency Discounts

Min Insertions:	2	3	5	
Max Insertions:	2	4	5	6
% Discount:	5%	10%	15%	20%

Bulk Contracts

Column Inches:	250
PCI Rate:	\$6.50

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

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
- Black and white images must be in grayscale
- Color images must be in CMYK format

Publication Dates

Fall 2011

September 28 - Back to School Issue

October 26

November 30

Spring 2012

February 29

March 28

SPRING BREAK

May 2 - Graduation Issue

Summer 2012

June 27 - New Student Issue*

* Denotes Tentative Special Issue



Community College of Allegheny County

Academic Calendar:

<http://www.ccac.edu/default.aspx?id=137119>

Deadline & Contact Information

Space and material deadline for display advertising is 10 business days prior to run date.

Please note: Our deadline is 10 business days, not 10 weekdays. For example, if your ad is running on Wednesday, February 24th, your artwork and space reservation is due Wednesday, February 10th.

The Allegheny View 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 Allegheny View 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.