

The Communitarian

National & Regional Advertising Media Kit 2011-2012

Founded in 1967, Delaware County Community College is an accredited institution of higher education serving Delaware and Chester counties in Pennsylvania. The Communitarian is the student newspaper of DCCC, and reaches over 12,000 students enrolled at the college. Printed monthly, 1,200 copies are distributed to all five campuses.

General Information

Frequency: Monthly	Metro Area: Philadelphia, PA	Column Widths
Days Published: Varies	School Enrollment: 12,237	1: 2.375"
Circulation: 1,200	Format: 4 Column Tabloid	2: 5.0"
Readership: 3,000	Full Page Size: 4 Col. (10.0") x 15.5"	3: 7.5"
School Location: Media, PA		4: 10.0"

PLEASE NOTE: THE COMMUNITARIAN DOES NOT ACCEPT CLASSIFIED ADVERTISING, INSERTS OR ONLINE ADVERTISING.

Demographics

School Type: 2-Year Public	Ethnicity	Percentage
Highest Degree: Associate Degree	White	67%
10-11 In-State Tuition: \$7,160	Black (Non Hispanic):	19%
10-11 Estimated Student Expenses: \$20,590	Hispanic:	2%
Most Popular Associate Degree(s): Homeland Security, Law Enforcement, Fire Fighting and Related Protective Services	Asian/Pacific Islander:	4%
Male/Female Ratio: 44% / 56%	American Indian/Alaskan Native:	0%
On Campus Housing: No	Unknown/Other:	5%
Graduation Rate: 10%	Non-resident/alien:	2%
Transfer Rate: 28%		

Display Advertising (Black & White)

Column Inch Rates

Description:	National/Open Rate
PCI Rate:	\$7.00

Modular Sizes and Rates

Description:	Size:	Rate:
Full Page	4 col (10.0") x 15.5"	\$395.00
Half Page Vertical	2 col (5.0") x 15.5"	\$205.00
Half Page Horizontal	4 col (10.0") x 7.75"	\$205.00
Quarter Page Vertical	2 col (5.0") x 7.75"	\$108.50
Quarter Page Horizontal	4 col (10.0") x 3.875"	\$108.50

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 15.5"



Color Rates

Description:	Rate:
Full Color- CMYK	\$300.00

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Display Advertising Discounts

Frequency Discounts

Min Insertions:	2	4	6	
Max Insertions:	3	5	7	8
% Discount:	5%	10%	15%	20%

Bulk Contracts

Column Inches:	250
PCI Rate:	\$5.95

Basic Creative Requirements

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

Publication Schedule

Fall 2011

September 28 - Back to School Issue

October 26

November 23

December 7

Spring 2012

February 8

March 7

SPRING BREAK

April 11

May 2 - Graduation Issue

Academic Calendar:

<https://www.dccc.edu/about-us/events?campus=All&event=Academic+Calendar>

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, October 28th, your artwork and space reservation is due Wednesday, October 14th.

The Communitarian 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 Communitarian 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 anytime.

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