

TVCC News-Journal

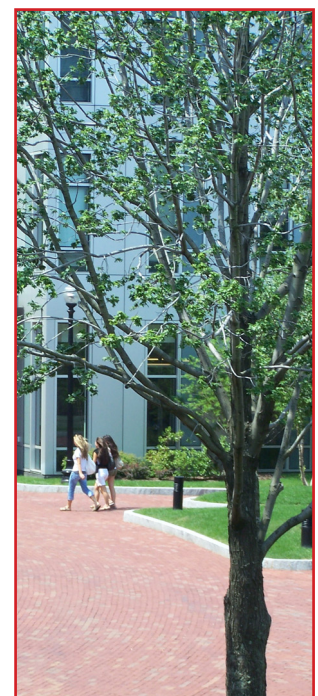
TRINITY VALLEY COMMUNITY COLLEGE

National & Regional Advertising Media Kit 2011-2012



TVCC News is the college's official, award-winning student newspaper. Produced monthly, TVCC News has been student-written, student-run, and student-read since 1972. It has a long tradition of being an independent voice for the students, reporting on all developments at Trinity Valley Community College that affect students as well as covering the cultural, social, and athletic life of the college.

With a monthly circulation of about 2,800, The TVCC News is distributed free to all students, staff and faculty of the college on the Athens, Palestine, Kaufman and Terrell campuses. Advertising opportunities for 2011-2012 include display advertising.



General Information

<i>Frequency:</i>	Monthly	
<i>Day(s) Published:</i>	Tuesday	Column Widths:
<i>Circulation:</i>	2,800	1) 1.88"
<i>Readership:</i>	5,000	2) 3.88"
<i>School Location:</i>	Athens, TX	3) 5.91"
<i>Metro Area:</i>	Dallas, TX	4) 7.94"
<i>School Enrollment:</i>	7,012	5) 10.0"
<i>Format:</i>	Tabloid	
<i>Full Page Size:</i>	10.0" W x 11.4" H	

Please note: TVCC does not accept classified advertising, online advertising, or inserts.

Demographics

<i>School Type:</i>	2-Year Public
<i>Highest Degree:</i>	Associate's Degree
<i>10-11 In-State Tuition:</i>	\$2,400
<i>10-11 In-State Student Expenses:</i>	\$11,047-\$13,122
<i>Most Popular Associate Degree(s):</i>	Liberal Arts, Health Professions
<i>Male/Female Ratio:</i>	42% / 58%
<i>On Campus Housing:</i>	Yes
<i>Graduation Rate:</i>	21%
<i>Transfer Out Rate:</i>	22%

Ethnicity

<i>White:</i>	76%	<i>Asian/Pacific Islander:</i>	0%
<i>Black (Non Hispanic):</i>	12%	<i>American Indian/Alaskan Native:</i>	0%
<i>Hispanic:</i>	11%	<i>Race/Ethnicity Unknown:</i>	0%

Display Advertising

Column Inch Rates		Color Rates*	
<i>Description:</i>	National/Open Rate	<i>Description:</i>	<i>Rate:</i>
<i>PCI Rate Black & White:</i>	\$8.25	CMYK	\$150.00

Modular Size and Rates

<i>Description:</i>	<i>Size (W x H):</i>	<i>Rate:</i>
Full Page	5 col (10.0") W x 11.4" H	\$420.00
Half Page Horizontal	5 col (10.0") W x 5.7" H	\$215.00
Quarter Page Vertical	2.5 col (5.0") W x 5.7" H	\$117.56

Size Restrictions

- Minimum size to place an ad: 10 column inches.
- Ads more than 10.0" in height will be billed at the full page height of 11.4".

*Color subject to availability

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Display Advertising Discounts

Frequency Discounts

<i>Min Insertions:</i>	2	4	7	10
<i>Max Insertions:</i>	3	6	9	+
<i>% Discount:</i>	5%	10%	15%	20%

Bulk Contracts*

<i>Column Inches:</i>	450
<i>PCI Rate (Black & White):</i>	\$6.75

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

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 23 - Back to School Issue
October 21
November 18
December 9

Spring 2012

February 10
March 16
April 13
May 4 - Graduation Issue

*Denotes tentative special issue.

Academic Calendar

<http://www.tvcc.edu/>

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 Tuesday, October 6th, your artwork and space reservation is due Tuesday, September 22nd.

The TVCC News Journal has hired MediaMate to be its exclusive Ad Manager. *Media-Mate 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 TVCC News Journal 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.

