



# The Rider News

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# Advertising Rates

2007-2008

*Reach 3,500 young, educated consumers on 22 Fridays of the academic year*

## Basic Ad Rates (per issue)

Ads purchased by column width: \$15 per column inch (off-campus advertiser)  
\$10 per column inch (on-campus advertiser)\*

Classifieds: Off-Campus (By Column Inch): 1x1 = \$15; 1x2 = \$30; 1x3 = \$45  
On-Campus (By Column Inch): 1x1 = \$10; 1x2 = \$20; 1x3 = \$30\*

## Color Ad Rates (per issue)

See chart below. Color ads smaller than 1/4 page will not be accepted.

## Size Discounts (per issue)

The following rates are discounted from the column-inch rates quoted above.

Ad Size	Width x Length	Off-Campus	On-Campus*	Color
Full Page (40% Off)	5 cols. x 15 1/2 in.	\$720	\$504	\$930/\$650*
3/4 Page (40% Off)	5 cols. x 12 in.	\$540	\$378	\$700/\$525*
1/2 Page (30% Off)	5 cols. x 8 in.	\$420	\$300	\$570/\$450*
1/4 Page (Horizontal) (20% Off)	4 cols. x 5 in.	\$240	\$168	\$390/300*
1/4 Page (Vertical) (20% Off)	2 cols. x 10 in.	\$240	\$168	\$390/\$300*
1/8 Page (15% Off)	2 cols. x 5 in.	\$128	\$90	N/A
Eyecatcher (15% Off)	2 cols. x 4 in.	\$102	\$70	N/A
QuickStart (10% Off)	2 cols. x 3 in.	\$81	\$56	N/A

\*On-campus rates (30% discount) apply to current students, employees and campus organizations. Alumni are entitled to a 15% discount for 1/4 page and up.

## Discounts

All advertisers who appear in 4, 8, or 11 issues per semester qualify for discounts.

Discount Rates: 4 issues = 5%; 8 issues = 8%; 11 issues = 10%

Prepaid ads receive an **additional** 5% discount.

## Mechanical Requirements

Columns	Width in Inches	Width in Picas
1	1.8	11p2
2	3.8	23p4
3	5.8	35p7
4	7.8	47p9
5	10	60p

## Acceptable Formats

Digital formats are preferred:

PDF (please embed the fonts); Adobe Photoshop. Process or spot color must be CMYK. Our fully paginated electronic prepress, with no intervening stat camera work, ensures high-quality reproduction of digital submissions.