



The Rider News

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Print Ad Rates

2009-2010

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

Basic Ad Rates (per issue)

Student designers will build your ad at no extra charge.

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 can receive a 15% discount for 1/4 page and larger.

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

PDF preferred (please embed fonts).

Process or spot color must be CMYK. We can also accept camera-ready mechanicals or plain text that we will set. The paper is built in Adobe InDesign. Our fully paginated electronic prepress, with no intervening stat camera work, ensures high-quality reproduction of digital submissions.