



2009-2010 College Advertising Rates

The College Voice Newspaper

The *College Voice* is the only student-run newspaper of Connecticut College. A broadsheet weekly, the newspaper has a print-run of 2,000, and is distributed to residence halls, faculty and staff offices, dining halls, the student center, and academic buildings. It is also mailed to alumni, trustee, and parent subscribers.

Advertising Rates (*L x H*)

Business (2 x 6 in.) - \$10
1/8 Page (4 x 6 in.) - \$20
1/4 Page (4 x 12 in.) - \$50
1/2 Page (10.25 x 10.25 in.) - \$100

Frequency Discounts

4 times per semester - 5%
5-6 times per semester - 10%
7-9 times per semester - 15%

Non-Profit Discounts

Non-profit organizations receive a 25% discount off the total order.

Classified Ads

\$8.00 for the first 25 words. \$0.10 for each additional word.

Online Ads

Online advertisements for www.thecollegevoice.org are \$20 per week. Please contact business@thecollegevoice.org for specific details.

Mechanical Information

Each page measures 20.5 in. by 10.25 in. with an additional .25 in. margin along each edge. Columns are 1.9 in. Each page has 5 columns.

Non-Camera Ready Ads

Please note that if an advertisement is seen unfit to print in our publication because of size, quality, etc. we will charge an additional 15%.

Advertisement Submission

Advertisements should be submitted electronically to business@thecollegevoice.org. Please include **name** of company advertising, **size** of ad, **dates** to be run and final **price** in email body.

Advertisement Policies

All insertion orders and artwork must be received 7 days prior to publication, and are accepted on a first-come, first-served basis. To see our other policies, please contact us.

Yearly Publication Dates

Fall: 9/15, 9/22, 9/29, 10/6, 10/20, 10/27,
11/3, 11/10, 11/17, 12/8

Spring: 2/9, 2/16, 2/23, 3/2, 3/9, 4/6, 4/13,
4/20, 4/2, 5/4

Contact

The College Voice Business Dept.
Connecticut College
270 Mohegan Avenue
New London, CT 06320-4196
Phone: (860) 439-2813
business@thecollegevoice.org