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LIFE

Advertising Rates 2010- 2011

Stephens Life Newspaper

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	Full Page 10.25" x 12"		3/4 Page 8" x 12"		1/2 Page 10.25" x 6"		1/4 Page 5" x 6"		Business Card 5" x 3"	
	Color	B&W	Color	B&W	Color	B&W	Color	B&W	Color	B&W
Non-Local Business	\$300	\$200	\$200	\$150	\$150	\$100	\$100	\$70	\$70	\$50
Local Business	\$275	\$175	\$175	\$130	\$125	\$85	\$75	\$60	\$60	\$45
Campus and Non-Profit	\$250	\$150	\$150	\$110	\$110	\$70	\$65	\$50	\$50	\$35

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About Stephens Life:

Stephens Life newspaper is a student-produced newspaper published 12 times per academic year by students enrolled in integrated media classes at Stephens College.

The newspaper's circulation of 2,000 copies are distributed to each student throughout campus and in downtown Columbia. About 250 copies are mailed to subscribers.

Students serve as editors, reporters, writers, photographers, designers and ad sales representatives. They produce the newspaper in a learning laboratory where the mission is to prepare them for professional careers in various communication fields.

Stephens College is a private women's college in Columbia, Missouri. The student enrollment is approximately 650 undergraduates and 150 graduate students.

Why you should advertise in a college paper:

In a recent article, *Newsweek* reported that while professional papers are losing readers, an estimated 95% of college students still read the campus paper. In addition, a Harris Interactive study reported that college students have a discretionary spending power of \$24 billion. Advertising in *Stephens Life* gives you the opportunity to target a niche group of consumers with a decent amount of disposable income and time.

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Ad design:

We offer an advertising design service, charged according to ad size, in addition to the original ad space fee.

- \$45 flat rate for business card and 1/4 pg
- \$60 flat rate for 1/2 pg
- \$75 flat rate for 3/4 pg
- \$100 flat rate for full pg

Ad deadlines and policies:

- All ads are to be in one week prior to the publication date.
- All ads should be camera-ready.
- Accepted formats are Adobe PDF or JPEG.
- Ads that do not conform to our page dimensions will either be resized, or you could be charged for additional space.
- Additional charges apply for ads that must be designed or altered.

Contact us for more details.

Recurring ad discount:

We offer discounts on ad space that are purchased in bundles.

- 6 issues: 25% off bundle price
- 5 issues: 20% off bundle price
- 4 issues: 15% off bundle price
- 3 issues: 10% off bundle price