

THE LIONS' ROAR

Ad Rate Card for the 2009-2010 Academic Year

The Lions' Roar is the official student newspaper for Normandale Community College, a publicly supported two-year college that is part of the Minnesota State College and University System. Normandale is located in Bloomington, Minn., a suburb of Minneapolis and home to the Mall of America. The Lions' Roar publishes 11 times each academic year from late August to late April. Our press run is 2,000 papers from 12 to 24 tabloid pages, and we serve a student body of approximately 11,000 full- and part-time students every year. The paper is distributed free of charge to students, faculty, staff and campus visitors in news racks located around the campus.

Publication Schedule

Eleven issues a year
Welcome Back Issue: Aug. 24, 2009
(deadline July 31, 2009)
Sept. 18 (deadline Sept. 11)
Oct. 9 (deadline Oct. 2)
Oct. 30 (deadline Oct. 23)
Nov. 20 (deadline Nov. 13)
Dec. 11 (deadline Dec. 4)

Feb. 5, 2010 (deadline Jan. 29)
Feb. 26 (deadline Feb. 19)
March 26 (deadline March 19)
April 9 (deadline April 2)
April 30 (deadline April 23)

Advertising Rates

Prices are based on a column inch. A column inch in our newspaper is 2.375 inches (14p2 picas) wide by one-inch tall.
Open local rate: \$10 per column inch
National open rate: \$10 per col. inch

Discounts

Discounts are offered for standard-sized ads and frequency.

Frequency discounts
10 or 11 issues - 20 percent
Five to 9 issues - 10 percent
Discounts are applied to the invoice of the final ad placement.

Standard-size discounts
Full page: 10 inches (60 picas) x 13.75 inches - \$500
Half page: 10 in. x 6.75 in. or 4.875 in. (29p4) x 13.75 in. - \$250
Quarter page: 4.875 inches x 6.75 inches - \$125

Inserts

The Lions' Roar does not accept inserts.

Color

Spot- and full-process color are available in The Lions' Roar. The rate is \$65 per spot color. The full-color rate is \$250. Ads with color should be delivered by e-mail as CMYK PDF files.

Copy delivery options

All display advertising must be camera ready. Files must be PDF or JPEG files attached to e-mail delivered to lionsroar@normandale.edu or as a CD mailed or delivered by courier.

Classified advertising

Classified ads are displayed in 8-point sans serif type in one standard column (2.375 inches wide).
The open rate is \$.10 per word with a 30-word minimum. We will set type for classified ads but prefer Microsoft Word files delivered as e-mail attachments.

Payment

Payment should be by check payable to Normandale Community College. Accounts will be billed within a week after publication with payment due in 30 calendar days. Tear-sheets will be mailed to all display advertisers.

Web page advertising

Ad sizes based on Interactive Advertising Bureau Ad Unit Guidelines (read more at www.iab.net):
Text ads - 120 X 60 IMU \$15 for two weeks, \$30 a month
Button 2 - 120 X 60 IMU \$15 for two weeks, \$30 a month
Button 1 - 120 X 90 IMU \$20 for two weeks, \$40 a month
Vertical Banner - 120 X 240 IMU \$50 for two weeks, \$100 a month

All ads are displayed on the newspaper home page. Ads should be coded and pre-formatted and delivered by e-mail to lionsroar@normandale.edu. Billing starts the day an ad is first posted. Web site: www.lionsroar.info. Complete Web traffic information is available on the site by clicking on the Sitemeter icon in the bottom-left corner of the home page.

Advertising Limitations

The Lions' Roar reserves the right to reject any advertising that fails to meet common standards of good taste or contains material that is contrary to the mission of Normandale Community College and the Minnesota State Colleges and Universities. The paper also reserves the right to reject advertising based on the credit-worthiness or payment history of the advertiser.

Contact Information

Business manager/ad manager
phone: 952-487-8103
Adviser phone: 952-487-7132
FAX: 952-487-8130
Email: lionsroar@normandale.edu

Address:
The Lions' Roar
1427 Kopp Student Center
Normandale Community College
9700 France Ave. S.
Bloomington, MN 55431

Web page

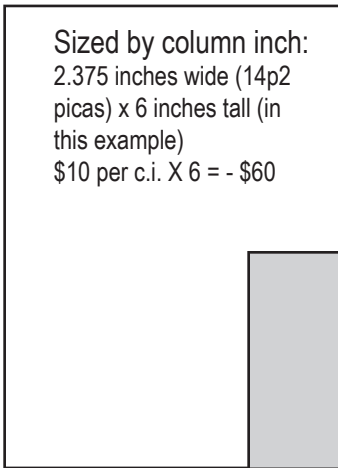
www.lionsroar.info

An electronic version of this rate card is available on the Web site.

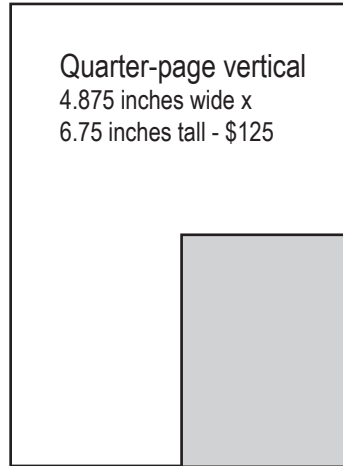
LIONS' ROAR AD SIZES

print ad sizes

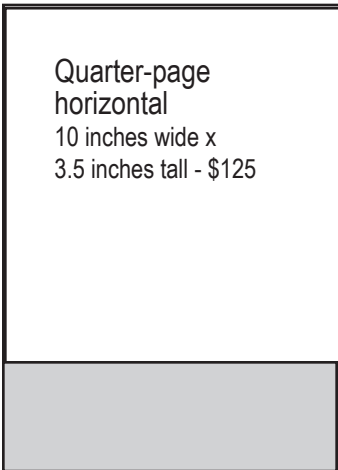
Sized by column inch:
2.375 inches wide (14p2 picas) x 6 inches tall (in this example)
\$10 per c.i. X 6 = - \$60



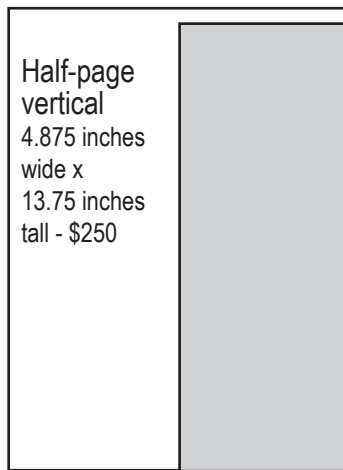
Quarter-page vertical
4.875 inches wide x
6.75 inches tall - \$125



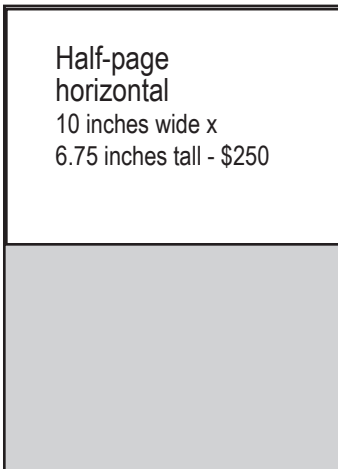
Quarter-page horizontal
10 inches wide x
3.5 inches tall - \$125



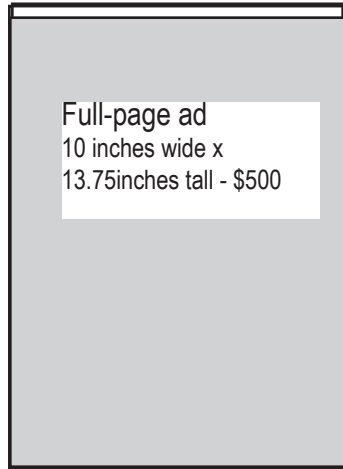
Half-page vertical
4.875 inches wide x
13.75 inches tall - \$250



Half-page horizontal
10 inches wide x
6.75 inches tall - \$250



Full-page ad
10 inches wide x
13.75 inches tall - \$500



online ad sizes

Check your email from
anywhere & Get a [FREE](#)
[email account!](#)

Text ad
Up to four lines of text
\$15 for two weeks
\$30 for one month



IAB Button 2
120 X 60 pixels
\$15 for two weeks
\$30 for one month



IAB Button 1
120 X 90 pixels
\$20 for two weeks
\$40 for one month



IAB Vertical Banner
120 X 240 pixels
\$50 for two weeks
\$100 for one month