

San Antonio College's nationally award-winning weekly newspaper, *The Ranger*, reaches a high percentage of students, faculty and staff at all Alamo Colleges and district offices. Free distribution of the newspaper allows advertisers to reach a large number of upwardly mobile 18- to 34-year-old men and women, as well as higher education professionals. The newspaper is distributed on **MONDAYS**, with a weekly press run of 6,000. Distribution continues until Friday. Publication dates and ad sizes are revised for Spring 2012, but AD RATES remain the same.

Contact Information

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REVISED Spring 2012 Publication Dates, Deadlines

PUBLICATION DATES: MONDAY	Space reservation by 4 p.m. Friday	Materials deadline by noon Monday	Payment deadline by noon Tuesday
FEB. 6	Jan. 27	Jan. 30	Jan. 31
FEB. 13	Feb. 3	Feb. 6	Feb. 7
FEB. 20	Feb. 10	Feb. 13	Feb. 14
FEB. 27	Feb. 17	Feb. 20	Feb. 21
MARCH 5	Feb. 24	Feb. 27	Feb. 28
MARCH 26	March 9	March 19	March 20
APRIL 2	March 23	March 26	March 27
APRIL 9	March 30	April 2	April 3
APRIL 16 (special)	April 6	April 9	April 10

Ad Materials

Advertisements must be submitted in correct published size, saved in PDF or JPG format with a dpi of 200 or better.

Payment

All rates net. Payment must be made by noon Tuesday before publication, unless special arrangements have been made beforehand with the advertising adviser. Remit by cash or check, payable to "The Ranger at San Antonio College." No credit cards accepted.

REVISED Available Ad Sizes and Rates

REVISED PUBLICATION SIZE 11" x 17"; REVISED ad sizes:

Full page	10" wide by 15 1/8" deep	\$600.00
Half-page Standard	10" wide by 7 1/2" deep	\$300.00
Half-page Vertical	4 7/8" wide by 15 1/8" deep	\$300.00
Quarter-page Standard	4 7/8" wide by 7 1/2" deep	\$150.00
Quarter-page Horizontal	10" wide by 3 5/8" deep	\$150.00
Eighth-page Standard	4 7/8" wide by 3 5/8" deep	\$75.00
Eighth-page Horizontal	10" wide by 1 3/4" deep	\$75.00
Eighth-page Vertical	2 3/8" wide by 7 1/2" deep	\$75.00

Liability

Publication's liability for error limited to cost of space. This rate card effective Feb. 6, 2012, and supersedes previous.

Special-placement Full-page Ads

SUBJECT TO AVAILABILITY:

Page 2, B&W:	\$750.00 per insertion
Back page, B&W:	\$750.00 per insertion
Back page, full color:	\$1,000.00 per insertion

LESS APPLICABLE FREQUENCY DISCOUNTS

Frequency Discounts

4-6 issues per semester = 10 percent off
7-9 issues per semester = 15 percent off
(Not applicable with other discounts)