

The background of the entire page is a grid of orange and white rectangles of various sizes, creating a brick-like pattern. The text is centered within a white rectangular area.

City College News

Rate Card

2010–11

City College News

To Our Business Partners:

In these difficult economic times, public institutions, businesses and individuals are looking for ways to manage expenses while promoting growth. That's why we at City College News, the student newspaper of Minneapolis and Community Technical College, are happy to inform you that our ad rates from 2009–2010 will remain in effect for the upcoming school year.

In addition, we have debuted new, local rates as well as smaller, less-expensive sizes catered toward advertisers that can't afford a more prominent advertisement. What's more, these advertisements start at just \$45 to reach our diverse community.

Would you consider advertising with City College News in 2010–2011? We are looking back on a strong year and looking forward to a year of increased growth.

Some of our goals are:

- Increase circulation from 1,500 to 2,000, including presence at local businesses and community gathering places
- Launch a marketing campaign to increase awareness and readership
- Print one high-interest in-depth feature per issue
- Increase our online presence, beginning with the launch of this new website and always-updating social media outreach
- Include Spanish and Somali language sections in print and online
- Adopt a faster-paced biweekly production schedule for spring 2010, in place of the monthly schedule

Advertising in City College News will allow you to reach a highly diverse body of approximately 15,000 students in the heart of Minneapolis.

Enclosed, you will our rates, production schedule, and lots more information. If you are interested in advertising, please contact me at alleyr@citycollegenews.com, or 612.817.6586.

Sincerely,

Alley Rausch
Advertising and Business Manager

City College News, a member of the Associated Collegiate Press, publishes the first Tuesday of the month, four times a semester, in either an eight- or twelve-page format. The front and back pages, and the middle spread are printed in color, the rest in black and white.

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ASSOCIATED
COLLEGIATE
PRESS

Minneapolis Community and Technical College

Our City and Our Place

Minneapolis Community and Technical College (MCTC) is a public two-year college located in the heart of downtown Minneapolis. MCTC enrolls about 12,000 credit students annually and is an active partner in initiatives designed to strengthen the social, economic and cultural vitality of the Twin Cities metropolitan area.

Created in 1996, under the umbrella of the Minnesota State Colleges and Universities (MnSCU) system, MCTC is the result of the merger of two institutions: a technical college with a long history of vocational education dating back to 1914 and an open-enrollment community college established in 1965. Currently, the spacious campus covers 21.6 acres of land and a recent expansion includes a new science building.

Our Vision and Our Mission

MCTC's vision is to be an institution that transforms the community by educating students who are globally aware, engaged citizens, skillful at their work and lifelong learners.

The college mission is to make individual dreams achievable by providing access to learning opportunities that prepare students to live and work in a democratic society within a global community. The College fulfills this mission through:

- ♦ General education
- ♦ Liberal education
- ♦ Technical education
- ♦ Baccalaureate transfer education
- ♦ Workforce development
- ♦ Developmental education
- ♦ English language learning
- ♦ Continuing education

Our Students

For the academic year 2007–2008, more than 42 percent of MCTC students were persons of color, 53 percent were female, 63 percent were financial aid recipients and 93 percent were Minnesota residents (see MCTC Fast Facts). The College reflects and embraces the growing diversity of the Twin Cities' region, is an economic driver for current and future workforce needs of area employers, and adds to the economy by educating and training individuals for better-paying jobs.

In 2006, MCTC began a key initiative, the Power of YOU, to improve post-secondary education access for local students. The Power of YOU is a collaboration between MCTC, Saint Paul College, Metropolitan State University, non-profit organizations, private foundations, private companies, school districts and community-based organizations. This joint effort opens the doors to a college education for all Minneapolis and St. Paul high school students by providing free college tuition and student support services.

MCTC Fast Facts

Student Profile for Academic year 2009–10

Total Enrollment	14,942
Full time students ¹	42%
Part time students ¹	58%
Gender	
Women	53%
Men	47%
Age and Income	
Average age	28
Recent high school graduates	9%
PSEO ² and high school students	2%
First generation ³	26%
Low income ⁴	48%

1. Based on Fall enrollment for the academic year 2009–10.

2. Post secondary enrollment option (high school students enrolled in post secondary coursework).

3. A student is considered first generation if neither parent attended a post-secondary institution.

4. A student is considered low income if eligible for a Pell grant.

Source: <http://accountability.minneapolis.edu/mctcprofileandfastfacts> and <http://accountability.minneapolis.edu/mctc-student-profile> as retrieved on August 25, 2010.

Rates

City College News offers modular display advertising in nine sizes. By using a modular system, the exact size you're looking for is available.

Color

City College News offers color advertising for all sizes. Add 25% for color.

List of sizes:

- Full Page
- Half Page Horizontal
- Half Page Vertical
- Quarter Page Horizontal
- Quarter Page Vertical
- Eighth Page Horizontal
- Eighth Page Vertical
- Junior
- Double Trunk

Full Page

- 5 columns (9.5 inches) wide
- 15.5 inches high
- \$400 nationally/\$350 locally

Half Page Horizontal

- 5 columns (9.5 inches) wide
- 8 inches high
- \$200 nationally/\$175 locally

Half Page Vertical

- 3 columns (5.6259 inches) wide
- 15.5 inches high

- \$225 nationally/\$200 locally

Quarter Page Horizontal

- 5 columns (9.5 inches) wide
- 4 inches high
- \$100 nationally/\$87.50 locally

Quarter Page Vertical

- 3 columns (5.6259 inches) wide
- 8 inches high
- \$112.50 nationally/\$100 locally

Eighth Page Horizontal

- 5 columns (9.5 inches) wide
- 2 inches high
- \$50 nationally/\$45 locally

Eighth Page Vertical

- 2 columns (3.685 inches) wide
- 4 inches high
- \$50 nationally/\$45 locally

Junior

- 4 columns (7.56 inches) wide
- 12 inches high
- \$300 nationally/\$265 locally

Double Trunk (color-only)

- 10 columns and gutter (20 inches) wide
- 15.5 inches high
- \$1,000 nationally/\$875 locally

Student Organization Rates

City College News provides advertising free-of-charge for all student organizations. However, one organization may advertise no more than twice per semester and are limited to the following sizes:

Ad placement is not guaranteed and is limited to black-and-white ads only.

Horizontal

- 2 columns (3.685 inches) wide
- 3 inches high

Vertical

- 2 columns (3.685 inches) wide
- 4 inches high

Student Special

- 1 column (1.7467 inches) wide
- 3 inches high

Schedule

Issue Publication

September 7, 2010
October 5, 2010
November 2, 2010
December 7, 2010
February 1, 2011
March 1, 2011
April 5, 2011
May 3, 2011

Advertising Submission Deadline

August 31, 2010
September 21, 2010
October 19, 2010
November 23, 2010
January 18, 2011
February 18, 2011
March 22, 2011
April 19, 2011

Content Submission Guidelines

Submissions to City College News must be camera-ready digital files at 300 dpi.

All advertisements must adhere to the guidelines contained herein.

In order to reduce the impact on the environment, City College News encourages digital submissions. Advertisements submitted in-person, via fax or standard mail are subject to a 10% service charge.

Unless otherwise agreed upon, all advertisements must be in English only. All advertisers wishing to run non-English advertisements may contact the Ad Manager and each ad will be reviewed on a case-by-case basis.

Files must be: PDF, JPG, ESP or TIFF. No GIF, PNG, PSD allowed.

Billing Information

All advertisers are billed the week that each issue is printed.

At that time, the MCTC Business Services office, on behalf of City College News, sends each advertiser (no matter the number of advisements placed per issue) a single hardcopy invoice and two copies of City College News to verify ad placement.

Payment is due 30 days from the date of receipt of invoice by the advertiser.

Payment is handled through the MCTC Business Services office and all information is provided with the invoice.

Payment must be made by check to Minneapolis Community and Technical College. Credit Cards and cash are not valid forms of payment.

Online advertising

City College News accepts advertising for online edition from both local, regional and national advertisers on a flat-fee basis.

City College News allows multiple advertisers to advertise in one spot, meaning ad isn't the only one a site viewer will see.

See the next page for definitions of local, regional and national.

Sizes:

City College News offers the following sizes following Interactive Advertising Bureau (IAB) standards:

- ♦ 120px x 600px – Vertical Banner
- ♦ 300px x 250px – Medium Rectangle

- ♦ 468px x 60px – Full Banner

Pricing:

City College News uses a flat-rate pricing system for all of our online advertising.

For each of our sizes, local/regional advertisers a fee of \$5.00 per month is charged with an additional charge of \$1.00 per month for display on the front page.

For national advertisers, a fee of \$6.00 is charged with no additional fee for display on the front page.

GIF, JPG and SWF files only.

Classified advertising

City College News offers both online and print classified ads through our partnership with CampusAve — a network of college newspaper and colleegetown classified websites that offers localized categories targeted at students, faculty, and staff — including MCTC, as well as the University of Minnesota and Macalaster College.

Classified ads may be purchased via the ordering system at <http://citycollegenews.com/classifieds/>.

Print Rates

For print use, classified ads cost \$5.00 for the first line and \$4.00 per line with no maximum limit for number of lines.

The following styles are available at \$1.00 per enhancement per advertisement run.

- ♦ Center entire ad
- ♦ Bold first five words

- ♦ Border around ad
- ♦ ALL CAPS

Additionally, reverse text color (white text with black background) is available for an additional \$2.00 per ad run.

The following categories are available:

- ♦ Housing
- ♦ For Sale
- ♦ Jobs
- ♦ Campus Life
- ♦ Services

Online Rates

For online use, advertisements range in price from \$20–25 for 15 days, with the ability to list ads on multiple college websites at the same time.*

City College News has partnerships with the following as part of its classified system: Uloop.com, Oodle.com, Monster.com, Apartments.com.†

*Additional fees based on the other schools' pricing may apply.
†Additional fees may apply for use of an outside system.

Acceptable content

City College News does not allow:
• Mail Order Ads

City College News reserves the right to refuse ads.

Update: City College News, as of the 2010–11 school year, allows alcohol and tobacco advertising.

Free Standing Inserts

City College News accepts free standing inserts on case-by case, first-come-first-serve basis.

The cost of adding a one-page 8.5 inch by 11 inch insert is \$50.00 per issue for national advertisers and \$40.00 per issue for local and regional advertisers.

One-page inserts must be pre-printed.

Contact City College News using one of the methods on the back page to get a quote for a free standing insert that meet your needs.

Shipment Address:

Legal-Ledger Printing Service
ATTN: Mike Wolfe
615 South 7th Street
Minneapolis, MN 55415-1601

Discounts

City College News offers a variety of discounts that make advertising with City College News more economical.

For advertising agencies and national rep firms, we offer a 15% discount on the national rate per ad run.

A 10% discount is given for pre-payment (defined as payment before the date the

first issue in which the ad is to appear).

Advertisers that place two ads at one time receive a 10% discount on their total order and advertisers that place three or more ads at one time receive a 15% discount on their total order.

Advertise in seven issues and get the eighth free.

Definitions

Location is defined by the physical address to which the invoice is mailed. Invoices must be mailed to a commercial property, not a residential one except in the case of a home business.

Local advertisers are those located within the following Minnesota counties: Anoka, Carver, Dakota, Hennepin,

Ramsey, Scott and Washington.

Regional advertisers are those located within the state of Minnesota or those located in St. Croix County, Wisconsin.

National is defined as all areas outside of those defined as local and regional. National includes international advertising.

CCN Contacts

Please contact Advertising Manager Alley Rausch for all advertising and business related questions, comments and concerns using the following information.

Email: alleyr@citycollegenews.com or ads@citycollegenews.com

Cell: 612.817.6586 or Office: 612.399.NEWS

All other questions concerning City College News may be addressed to:

Mail:
City College News
T.1000
1501 Hennepin Avenue
Minneapolis, MN 55403

Email:
ads@citycollegenews.com

Phone:
612.399.NEWS

Online:
<http://www.citycollegenews.com/>

Fax:
612.659.6825

MCTC Contacts

MCTC Business Services office:

Mpls Community and Technical College
Attn: Business Services
1501 Hennepin Avenue
Minneapolis, MN 55403-1710



Keep Updated

You can also find the most up-to-date rate card and advertiser information for City College News at <http://citycollegenews.com/ads/>.