

San Antonio College's nationally award-winning weekly newspaper, *The Ranger*, reaches a high percentage of students, faculty and staff at all Alamo Community Colleges and district offices. Free distribution of the newspaper at various locations 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 Fridays, with a weekly press run of 8,000. Distribution continues until the following Thursday.

Contact Information

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Spring 2009 Publication Dates and Deadlines

PUBLICATION DATES	Space reservation by 4 p.m. Friday	Materials deadline by noon Monday	Payment deadline by noon Tuesday
JANUARY 30	January 23	January 26	January 27
FEBRUARY 6	January 30	February 2	February 3
FEBRUARY 13	February 6	February 9	February 10
FEBRUARY 20	February 13	February 16	February 17
FEBRUARY 27	February 20	February 23	February 24
MARCH 6	February 27	March 2	March 3
MARCH 20	March 13	March 16	March 17
MARCH 27	March 20	March 23	March 24
APRIL 3	March 27	March 30	March 31
APRIL 17	April 10	April 13	April 14

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.

Liability

Publication's liability for error limited to cost of space. This rate card effective Dec. 15, 2008, and supercedes previous.

Standard Ad Sizes and Rates

FULL PAGE

10.375" wide
by
14.625" deep

\$780.00

HALF-PAGE VERTICAL

5.18" wide
by
14.625" deep

\$390.00

HALF-PAGE HORIZONTAL

10.375" wide by
7.3" deep
\$390.00

QUARTER-PAGE VERTICAL

5.18" wide
by 7.3" deep,

\$195.00

QUARTER-PAGE HORIZONTAL

10.375" wide by 3.6" deep
\$195.00

Open Rate and Column Sizes

Open rate = \$10.00 per column inch

Column widths:

1 col = 1.72"	4 col = 6.91"
2 col = 3.45"	5 col = 8.63"
3 col = 5.18"	6 col = 10.375"

Frequency Discounts

4-6 issues per semester = 10 percent off
7-9 issues per semester = 15 percent off
10-11 issues per semester = 20 percent off

See next page for online rates

San Antonio College's nationally award-winning newspaper Web site, www.theranger.com, reaches a high percentage of students, faculty and staff at all Alamo Community Colleges and district offices, as well as many other readers worldwide. The Web site is updated at least once per week. Subscribers receive regular updates by e-mail. The Ranger Online is an affiliate of College Publisher Network. Online ads may be purchased in conjunction with print ads or independently.

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Middle of Page Banner: 468 pixels wide x 60 pixels deep

**Online ad sizes shown here.
Pricing is the same for all ad sizes.
Sizes subject to availability.**

**Buy a full-page print ad,
add 4 weeks online for \$125.00**

**Buy a half-page print ad,
add 4 weeks online for \$135.00**

**Buy a quarter-page print ad,
add 4 weeks online for \$145.00**

**Buy a less-than-quarter-page print ad,
add 4 weeks online for \$155.00**

**If no print ad is purchased,
run 4 weeks online for \$165.00**

Ad Materials

Advertisements must be submitted in correct published size, saved in PDF or JPG format with a dpi of 200 or better. Include one HTML link to client.

See previous page for print rates

Payment and Liability

All rates net. Payment must be made before ad is posted online. Remit by cash or check, payable to "The Ranger at San Antonio College." No credit cards accepted. Publication's liability for error limited to cost of space. This rate card effective Dec. 15, 2008, and supercedes previous.

**Right-side
Square Banner:
300 pixels wide x
250 pixels deep**

**Right-side
Oblong
Banner:
160
pixels
wide
X
600
pixels
deep**