

*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 Fridays, with a weekly press run of 6,000. Distribution continues until the following Thursday. See next page for online rates.*

## Contact Information

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## Fall 2009 Publication Dates and Deadlines

PUBLICATION DATES	Space reservation by 4 p.m. Friday:	Materials deadline by noon Monday:	Payment deadline by noon Tuesday:
SEPTEMBER 11	Sept. 4	Sept. 7	Sept. 8
SEPTEMBER 18	Sept. 11	Sept. 14	Sept. 15
SEPTEMBER 25	Sept. 18	Sept. 21	Sept. 22
OCTOBER 9	Sept. 25	Oct. 5	Oct. 6
OCTOBER 16	Oct. 9	Oct. 12	Oct. 13
OCTOBER 23	Oct. 16	Oct. 19	Oct. 20
OCTOBER 30	Oct. 23	Oct. 26	Oct. 27
NOVEMBER 6	Oct. 30	Nov. 2	Nov. 3
NOVEMBER 13	Nov. 6	Nov. 9	Nov. 10
NOVEMBER 20	Nov. 13	Nov. 16	Nov. 17

## 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 is limited to cost of space. This rate card effective Aug. 17, 2009, and supercedes previous.

## Available Ad Sizes and Rates

Full page	7.5" wide by 10" deep	\$600.00
Half-page Horizontal	7.5" wide by 5" deep	\$300.00
Half-page Vertical	3.7" wide by 10" deep	\$300.00
Quarter-page Standard	3.7" wide by 5" deep	\$150.00
Quarter-page Horizontal	7.5" wide by 2.5" deep	\$150.00
Quarter-page Vertical	1.8" wide by 10" deep	\$150.00
Eighth-page Horizontal	3.7" wide by 2.5" deep	\$ 75.00
Eighth-page Vertical	1.8" wide by 5" deep	\$ 75.00

## Special-placement Full-page Ads

### SUBJECT TO AVAILABILITY:

Inside front cover, B&W: \$750.00 per insertion  
Inside back cover, B&W: \$750.00 per insertion  
Back cover, 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  
10 issues per semester = 20 percent off

See next page for online rates

*San Antonio College's nationally award-winning newspaper at [www.theranger.com](http://www.theranger.com), reaches a high percentage of students, faculty and staff at all Alamo Colleges and district offices, as well as many other readers worldwide. The Web site is updated frequently throughout the 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 an eighth-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 is limited to cost of space. This rate card effective Aug. 17, 2009, 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**