

the Ranger

San Antonio College's weekly newspaper, *The Ranger*, reaches a high percentage of more than 22,000 students, faculty and staff. Free distribution of the award-winning newspaper at locations around campus 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 press run is 6,000 per issue. *The Ranger* has been serving SAC and the Alamo Community Colleges since 1926.

Frequency:

Distributed on Fridays, except holidays, during fall and spring semesters. Distribution of each issue continues until the following Thursday.

Deadlines:

Space reservation: Must be made in writing no later than 4 p.m. Monday before publication.

Ad material: Advertisement in correct published size, saved in PDF or JPG format, due by noon Tuesday before publication.

Liability:

Publication's liability for error limited to cost of space.

Payment:

All rates net. Payment must be made by noon Tuesday before publication, unless special arrangements have been made beforehand with the advertising adviser.

Web:

Ask for a price quote on placing your ad online on our award-winning Web site: www.theranger.org.

PUBLICATION SCHEDULE	
FALL 2007	SPRING 2008
September 14	January 25
September 21	February 1
September 28	February 8
October 5	February 15
October 12	February 22
October 19	February 29
October 26	March 7
November 2	March 14
November 9	April 4
November 16	April 11
November 30	April 18

STANDARD AD SIZES AND RATES

Full page: \$600

10.25 inches wide x 11 inches deep

Half-page horizontal: \$300

10.25 inches wide x 5.5 inches deep

Half-page vertical: \$300

5.125 inches wide x 11 inches deep

Quarter-page horizontal: \$150

8.625 inches wide x 3.5 inches deep

Quarter-page vertical: \$150

5.125 inches wide x 5.5 inches deep

OPEN RATE: \$10 per column inch

6 columns = 10.25 inches wide

5 columns = 8.625 inches wide

4 columns = 6.875 inches wide

3 columns = 5.125 inches wide

2 columns = 3.25 inches wide

1 column = 1.625 inches wide

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

CONTACT INFO

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