

The Amherst Student



Telephone: 413-206-9319
 Mail: AC# 1912
 Amherst College
 Amherst, MA 01002-5000
 P.O. Box 5000

Email: astudent@amherst.edu
<http://www.amherststudent.amherst.edu>

Christopher Friend, Mary Byrne, Nazir Khan, David Walchak
Publisher

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General advertising information

The Amherst Student, the newspaper of Amherst College, is published weekly on Wednesdays. 2000 copies are circulated per issue. *The Student* is distributed to members of the college faculty and staff, the student body and the communities of Amherst, Hadley and the Five College Area free of charge, as well as to alumni and parents by subscription.

The Student carries five 2-inch columns per page. Each page measures 10 x 16 inches of copy; therefore, there are 80 column inches per page.

Rates

The Student offers advertisements at a rate of \$7.50 per column inch. The prices for our most common advertisements are given below.

Full page (10" x 16"):	\$600.00	4" x 5":	\$75.00
Half page (10" x 8"):	\$300.00	4" x 3":	\$45.00
Quarter page (5" x 8"):	\$150.00	2" x 2":	\$15.00

Please be advised that any advertisement larger than 60 column inches will be charged as a full page advertisement. The minimum ad size is 2 column inches. The Student has no classified advertising.

Inserts: *The Student* accepts inserts at a size-dependant rate. At least 10 days' notice is required.

Color: *The Student* runs full-color ads the base cost of the ad plus \$300.00 for ads less than 40 column inches. Half-page color ads cost \$600.00 and full-page color ads cost \$900.00.

Discounts: Please contact *The Student* at astudent@amherst.edu if you are interested in the various discounts we offer non-profits and local businesses. As well, *The Student* offers a discount of 20% for all advertisers that advertise in five or more issues (this must be agreed upon before the running of the first advertisement).

Submission guidelines

The Student accepts ads through postal mail, although digital submission is preferred. Acceptable formats are Quark Xpress (version 3.32 or earlier), JPEG, PDF and PSD, as well as GIF and TIFF with Macintosh byte ordering. Please do not send ads in other digital formats. Send files to astudent@amherst.edu, and please include "advertisements" in the subject line.

Dates of ad submission and publication: Fall '13

Issue date:	Reserve by:	Copy due:		Issue date:	Reserve by:	Copy due:
1/30	1/23	1/28		3/27	3/20	3/25
2/6	1/30	2/4		4/3	3/27	4/1
2/13	2/6	2/11		4/10	4/3	4/8
2/20	2/13	2/18		4/17	4/10	4/15
2/27	2/20	2/25		4/24	4/17	4/22
3/6	2/27	3/4		5/1	4/24	4/29
3/13	3/6	3/11		5/24	5/15	5/20