

The Advocate

The Independent Student Voice of Mt. Hood Community College.

2019 FIRST PLACE
General Excellence
Pacific Northwest Assoc.
of Journalism Educators

PNAJE

2023-2024 Advertising Rates and Information

Email: advocate@mhcc.edu

Address: 26000 SE Stark St. Gresham, OR 97030

Room 1369

Print Ad Prices

Common Ad Sizes in Standard Inches (Custom Sizes Available at \$4.20 per sq inch)

| Ad Sizes (Width x Height) | Weekly Rates | Discounts |
|---------------------------|--------------|---|
| 4" x 5" | \$50 | Digital Submission by Deadline: <u>15%</u> Special Issue*/Small Business: <u>25%</u> 2+ Consecutive Issues: <u>10%</u> 3+ Consecutive Issues: <u>20%</u> (Long term rates are negotiable) |
| 4" x 6" | \$60 | |
| 6" x 6" | \$85 | |
| 6" x 8" | \$115 | |
| Half Page (10.25 x 6.5) | \$170 | |
| Full Page (10.25" x 13") | \$320 | |

Online Ad Prices

\$30 per month **Online Special: 50% off with print ad purchase (\$15/mo)**

Publication Schedule

| Fall Term (5 Issues) | Winter Term TBD | Spring Term TBD |
|--|--------------------|--------------------|
| October 5 October 19 November 2 November 16 December 7 | | |

The Advocate won first place for print general excellence in the Pacific Northwest Association of Journalism Educators (PNAJE) 2019 college competition. The Advocate also was rewarded 1st place in General Excellence by the Oregon Newspaper Publishers Association in multiple years. It is a weekly newspaper produced by students and distributed to MHCC students, staff, faculty, and the surrounding community. We offer lucrative advertising opportunities at the most competitive rates in the area.

New issues are published Friday mornings throughout all three terms – with breaks in publication for holidays and finals weeks. There are 1,500 copies per week distributed to over 10,000 potential readers throughout the MHCC community. In addition, many more people throughout the region and United States access our website, online edition, and social media channels, maximizing exposure for your advertisement.

All space reservation and design requests have a deadline of 2 p.m. on Tuesday of the publication week. Ad copy and layouts must be received by 2 p.m. on Wednesday of publication week. Digitally delivered ads are preferred in .pdf format, .tiff is accepted and any Adobe Illustrator or InDesign formats must have the text converted to outline.

All classified ads, political ads and any advertisement priced at \$15 or less must be paid in advance by Wednesday on the week of publication. Invoices may be submitted on a week, month, or term-based deadline. All ads will be reviewed by the Ad Manager before placement. The editorial board may review any ad and reserves the right to refuse the publishing of any advertisement.

The Advocate has a live area size of 10.25" wide by 13" tall.

One Column – 1.9", Two – 4", Three – 6.1", Four – 8.2", Five – 10.25"

| Column Inches | Price per column inch |
|------------------|-----------------------|
| 1-130 sq. inches | \$4.20 |
| Full Page | \$320 total |

Color rates: Full color \$50 additional.

Insert rates: Full color \$180, grayscale \$140. Dimensions 8.5x11", quantity of 1000.