



# The Student Life

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Smith Campus Center

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## Spring 2014 Advertising Information

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### Advertisement rates:

Size	Standard Rate	Discount Rate (3+ Issues)
Full Page (12" x 21")	\$550 per issue	\$425 per issue
Half Page (12" x 10")	\$375	\$300
Quarter Page (6" x 10")	\$250	\$150
Eighth Page (6" x 5")	\$125	\$100

*Note: Inserts available for \$200*

### Publication Information:

Issue number	1	2	3	4	5	6	7	8	9	10	11	12
Date	2/7	2/14	2/21	2/28	3/7	3/14	3/28	4/4	4/11	4/18	4/25	5/2

### General Information:

- Media:** Broadsheet; black and white (front and back pages in color); advertisements run on interior pages; inserts available upon request; **advertisement design available**
- Color:** Available for an additional \$175; CMYK, tabloid
- Format:** News, Life & Style, Opinions, and Sports
- Readership:** 5440 students (not including faculty, alumni, and administration) of the Claremont Colleges (Pomona, Scripps, Pitzer, Claremont McKenna, and Harvey Mudd Colleges); City of Claremont; nation-wide subscribers (parents, alumni, and emeriti faculty).
- Resolution:** 300 dpi

Please submit all advertisements to [business@tsl.pomona.edu](mailto:business@tsl.pomona.edu).

All advertisement orders and materials are due **Monday** of the week of publication.