



# [re]porting your news.

## [bio]

There is only one way to efficiently reach the majority of Virginia Tech students in one media buy. That's through the exclusive access of the *Collegiate Times*. The student newspaper has delivered news, sports, and entertainment since 1903. Today, the *Collegiate Times* gets your message to campus through its extensive distribution network as well as to alumni, parents, and friends of Virginia Tech through the worldwide reach of [collegiatetimes.com](http://collegiatetimes.com).

Display and classified advertising are proven marketing tools that deliver results. We can also run your pre-printed inserts. The newest trend is out of home newsstand advertising, which places your full color ads on our highly visible indoor and outdoor news racks.

## [readership]

The *Collegiate Times* circulates 10,000 newspapers each Tuesday through Friday of the academic year. Averaging 1.9 readers per copy, the print edition reaches 19,000 students, faculty, and staff each day. During summer sessions we deliver 5,000 newspapers Thursdays. Readers pick up the paper at 75 convenient and high-traffic locations on campus and off campus.

## [recent awards]

2009 Associated Collegiate Press  
*Online Pacemaker finalist*

2009 Virginia Press Association College Newspaper Contest  
*7 1st place awards*

2008 Associated Collegiate Press  
*Online Pacemaker Winner*





2008 Columbia Scholastic Press  
Association Gold Circle Newspaper Awards  
*1st place: news writing      1st place: page one design, broadsheet*

2007 Associated Collegiate Press  
*Pacemaker winner*

## [lost opportunities]

The *Collegiate Times* is the best way to reach students.



	The Roanoke Times misses 18,820 CT student readers	79.2% missed
	New River Current misses 22,230 CT student readers	93.6% missed
	News Messenger misses 23,052 CT student readers	97.1% missed
	City Magazine misses 23,154 CT student readers	97.5% missed

*Newton Marketing & Research Study, 2004.*

You'll reach dramatically more students in the *Collegiate Times*.



## [why color?]

Adding color to your ad will increase reader recall by 20%. It will also increase in-depth reading by 60%.

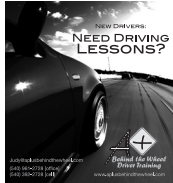
- Newspaper Association of America.

Coupons printed in color were redeemed at a 28% higher rate with one color and a 79% higher rate with three colors.

- Washington Post

Four color ads have a 62% higher retention rate than black and white ads and 40% higher retention than two color ads.

- Newspaper Association of America



Black



Spot Color

(Two colors: black plus highlight colors)



Process/CMYK

## Display Ad Sizes

Columns	Size Across
1	1.833" (11p0)
2	3.792" (22p9)
3	5.750" (34p6)
4	7.708" (46p3)
5	9.667" (58p0)
6	11.625" (69p9)

## Classified Display Sizes

Columns	Size Across
1	1.554" (9p4)
2	3.232" (19p5)
3	4.911" (29p6)
4	6.589" (39p6)
5	8.268" (49p7)
6	9.946" (59p8)
7	11.625" (69p9)

## Common Broadsheet Ad Sizes

Sixteenth Page 3.792" x 4" \$114.56	Full Page 11.625" x 21.5" \$1,847.28
Quarter Page (horizontal) 11.625" x 5.25" \$451.08	
Half Page (horizontal) 11.625" x 10.5" \$902.16	

Eighth Page 5.75" x 5.25" \$225.54	
Quarter Page (vertical) 5.75" x 10.5" \$451.08	Half Page (vertical) 5.75" x 21.5" \$923.64

## Common Special Section Ad Sizes

Half Page (vertical) 5.75" x 9.5" \$408.12	Quarter Page (vertical) 3.792" x 7.5" \$214.80	Full Page 9.667" x 11.5" \$823.40
Half Page (horizontal) 9.667" x 5.75" \$411.70	Quarter Page (horizontal) 5.75" x 5.75" \$247.02	Eighth Page 3.792" x 4" \$114.56

## [Collegiate Times Deadlines]

Regular Papers	Deadline	Proof sent	Proof returned
Tuesday	Thursday 3PM	Friday evening	Monday noon
Wednesday	Friday 3PM	Monday evening	Tuesday noon
Thursday	Monday 3PM	Tuesday evening	Wednesday noon
Friday	Tuesday 3PM	Wednesday evening	Thursday noon
Special Sections	Deadlines vary, between 7 – 90 days		

## [Collegiate Times Pricing]

### Display advertising (ROP)

National Rate: \$14.32/column inch

Demand placement of quarter page or larger ads can be secured for a 25% premium.

### Special section

National: \$14.32/column inch

### Color

- Spot color: \$125 per color, black is always included
- Process: Pay only 30% premium on the cost of your ad space. Premium is calculated on undiscounted, full price. Maximum color cost is \$350

### Volume Contracts

Bulk discount rates are offered through contracts. These contracts are available to individual advertisers only. The volume contracts represent the total number of column inches the advertiser will run in a year. Each pre-printed inserts counts for 129 column inches toward contract fulfillment. Additional discounts may not apply. The maximum total discount is 25%

Inches	Discount
150-300"	2.5%
301-500"	5%
501-700"	10%
701-900"	15%
901-1100"	20%
1101+"	25%

### Frequency discount

Applies to multiple runs of the same, pick-up ad within the same calendar week.

- 1st additional run: 5% off
- 2nd additional run: 10% off
- 3rd additional run: 15% off

### Pre-printed Inserts

The required quantity is 10,000. Single sheet inserts may be printed on both sides. Multiple page inserts incur additional charges. Each fold is priced as an additional page. Maximum dimensions: 11" x 12.5"

### Inserts

- 1 page: \$70.00/thousand
- 2-4 page: \$72.50/thousand
- Each additional page: \$1.00
- Minimum order: 10,000
- Summer inserts must be purchased as full run of 5,000 copies

A copy of the insert must be received by the Advertising Director at College Media Solutions two weeks prior to insertion date for approval. Once the inserts have been approved, they must be received at the printer one week prior to the insertion date. Send inserts to:

Collegiate Times Advertising Department  
c/o Bluefield Daily Telegraph  
928 Bluefield Ave.  
Bluefield, WV 24701

### National Classified display

\$14.32/column inch

### Classified Liner

All classified ads appear both online and in print

Days	Per Word
1-2	40¢
3-4	38¢
5-6	36¢
7-8	34¢
9+	32¢

Print formatting options include:	
Bold headline	\$1.50
2 line headline	\$1.50
All bold text	\$1.50

Web options include:  
Spotlight/featured ad  
Colored background  
Colored type  
Pictures  
Graphic icons  
Link to your website  
Yahoo map

Classified ads may be placed online at [www.collegiatetimes.com](http://www.collegiatetimes.com).