

The College Reporter

72 Franklin & Marshall College

P.O. Box 3003 Lancaster, PA 17603

717-291-4095 (telephone) · 717-291-3886 (fax)

reporterads@fandm.edu (preferred method of contact)

Franklin & Marshall College's Student Newspaper

About the paper:

The College Reporter is the sole student newspaper of Franklin & Marshall College, the College's most-read student publication, and the only publication accepting advertising at F&M. We are recognized by the institution, but editorially and financially independent of it. We fund the paper through subscriptions (approximately 400 parents and alumni purchase subscriptions each year) and ad revenue. We greatly appreciate your business.

About the College:

Franklin & Marshall is a selective, private liberal arts institution located in the city of Lancaster, Pennsylvania. It has a total enrollment of approximately 2100 students. The College employs about 240 full-time and part-time faculty and 530 staff members. Approximately 75 % of the faculty and 64 % of the staff members live in Lancaster. The student body is predominantly made up of middle class and upper middle class students, the majority of whom are from the Mid-Atlantic and New England area.

About our Distribution:

The College Reporter distributes approximately 1600 copies of the paper throughout the campus and to a few eateries near the campus that are popular with F&M students. An additional 400 or so copies are mailed to subscribers. The paper is published each Monday except during finals and vacations.

About advertising with the paper:

The College Reporter accepts display advertising in either black-and-white or full color. It also accepts inserts and classified advertising sized to run as a display ad.

- **This document contains the rates for black-and-white advertising** for the 2007 – 2008 school year.
- **Full-color printing** is available for an extra \$100 per ad.
- **Inserts** sized no larger than 11 inches by 9 inches are available for an extra \$150 per insert.

Space reservation and ad submission:

The College Reporter must have received a space reservation request (via our e-mail, reporterads@fandm.edu) by the Wednesday prior to the Monday publication in which the ad is to be run. We can accept artwork through 5 p.m. the Friday prior to publication if we can reach someone that Saturday should problems arise with the material. We ask that material be submitted in JPEG or PDF format.

The College Reporter 2009 – 2010 Publication Schedule

Fall 2009:

August 31
September 7
September 14
September 21
September 28
October 5
October 26
November 2
November 9
November 16
November 23
December 7

Spring 2010:

January 25
February 1
February 8
February 15
February 22
March 1
March 8
March 29
April 12
April 19
April 26

The College Reporter On-Campus Advertising Rates

(Black & White Advertising)*

Columns Per Inch	Column Inches	\$ Per Week
1x1	1	6.00

1x2	2	12.00
1x3	3	18.00
2x1	2	12.00
2x2	4	25.00
2x3	6	36.00
2x4	8	48.00
2x5	10	60.00
2x6	12	72.00
2x7	14	84.00
3x3	9	54.00
3x4	12	72.00
3x5	15	80.00
Quarter Page (2x8 or 3x6)		100.00
Half Page (5x8)		225.00
Full Page (5x16)		356.00

*Color advertising costs an additional \$50 per ad.

**If ad needs to be created, it costs an additional 20%.

Width of column inches:

One column inch: 1 7/8 inches

Two column inches: 3 7/8 inches

Three column inches: 5 7/8 inches

Four column inches: 7 7/8 inches

Five column inches: 9 7/8 inches

- Gutter: 3/8 inch
- Pages are 11 inches wide and 18 inches high