

Combo Time ...

Why choose just one method to reach the RDC community?

Try our combo advertising plans and incorporate both the 2010-2011 SARDC Student Handbook and the student newspaper into your advertising plans.

Combo A: The Twenty Percent Combo

Spend a combined total of over \$1,500 on newspaper **and** handbook advertising and receive 20 percent off your total.

Combo B: The Fifteen Percent Combo

Spend a combined total of \$1,000 to \$1,499 on newspaper **and** handbook advertising and receive 15 percent off your total.

Combo C: The Ten Percent Combo

Spend a combined total of \$500 to \$999 on newspaper **and** handbook advertising and receive 10 percent off your total.



Advertising Rates 2010-2011

Book your space today!

The SA Mission - *The Students' Association of Red Deer College will enrich and enhance the quality of student life at Red Deer College by providing affordable and quality services, effective political representation and exciting opportunities for its members.*

The SA Vision - *All students at Red Deer College will have a positive educational experience and contact with the student body resulting in personal growth and a memorable experience.*

Why student-targeted publications...

Youth and post-secondary students make up an important and desirable part of the consumer market. In fact, most post-secondary students fall into the important 18-29 age bracket.

Why SARDC student publications...

SARDC publications are different from many other student-targeted publications. The difference? SARDC is run by and for students. Money generated through SARDC publications — the Student Handbook and the student newspaper — directly helps support student services and initiatives.

SARDC • 100 College Boulevard, Red Deer, AB • T4N 5H5
phone 403-356-4979 • fax 403-347-8510
email brickers@telusplanet.net

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Student Newspaper 2010-2011

The particulars ...

The newspaper covers the news and events which affect the RDC community. There are over 6,000 students on campus plus 500 faculty and staff. This the only media vehicle capable of delivering your message to this market. Your ad will also appear in the online version at no extra charge.

Rates ...			
Ad size	Dimensions (widthxheight)	Cost	
classified	text only	\$15 text only	
1/16 page	3 15/16 x 1 3/16	\$25 b&w	\$125 full colour
1/8 page	3 15/16 x 2 3/8	\$40 b&w	\$140 full colour
	8 x 1 1/8	\$40 b&w	\$140 full colour
1/4 page	3 15/16 x 4 7/8	\$70 b&w	\$170 full colour
	8 x 2 7/16	\$70 b&w	\$170 full colour
half page	3 15/16 x 10	\$140 b&w	\$240 full colour
	8 x 4 15/16	\$140 b&w	\$240 full colour
full page	8 x 10	\$280 b&w	\$380 full colour

Dimensions: 8 1/2 by 11
Image area 8 in. w by 10 in. h

Display Advertising: Prices include all artwork, screens, scans and design services. The ad may be supplied in camera-ready form at actual size by the client for the same rate.

Classified Advertising: Classifieds are free of charge for all current RDC students and employees. Business-related classifieds excluded. Off-campus classified ads accepted. Rates are as follow:
• \$15 (60 words max)

Position: We do not guarantee placement, therefore there is no positioning feed. We will, however, endeavor to satisfy a client's positioning request where possible.

Student Handbook 2010-2011

The particulars ...

The SARDC Student Handbook is provided free of charge to all RDC students. It fuses important college information on policies, services and opportunities with a day planner. In addition, it contains valuable information about products and services offered by Red Deer and area businesses, including yours.

Rates ...			
Ad size	Details	Dimensions	Cost
Text insert	one line	text only	\$25
Calendar insert	horizontal	2 1/4 x 3/8	\$55
1/8 page	horizontal	4 3/4 x 1	\$200
	vertical	2 1/4 x 2	\$200
1/4 page	horizontal	4 3/4 x 2	\$365
	vertical	2 1/4 x 3 7/8	\$365
Coupon	horizontal	4 3/4 x 2 1/2	\$375
1/2 page	inside cover/divider	4 3/4 x 3 7/8	\$630
	within book	4 3/4 x 3 7/8	\$600
Full page	inside cover/divider	4 3/4 x 8	\$1,140
	within book	4 3/4 x 8	\$1,060
Back cover	vertical	5 1/2 x 8 1/2	\$1,425

Spot colour: Additional 15% will be added for spot colour (excluding back cover.) Only Reflex Blue is available.

Full colour: Available on divider pages for an additional 25%

Back cover: First-come, first-serve basis, with the following conditions:
• Advertiser supplies ad, camera-ready, to our printer's specifications prior to the ad deadline.
• Back cover - Ad can incorporate process/full colour and include photos.
• Cost is for space only.

Content of all ads must be appropriate to the college community, in the judgement of the Publications Manager.

Issue & Deadline Information

Fall Term		Winter Term	
Distribution Date	Deadline	Distribution Date	Deadline
September 2, 2010	August 25, 2010	January 13, 2011	January 4, 2011
September 23, 2010	September 14, 2010	January 27, 2011	January 18, 2011
October 7, 2010	September 28, 2010	February 10, 2011	February 1, 2011
October 21, 2010	October 12, 2010	February 24, 2011	February 15, 2011
November 4, 2010	October 26, 2010	March 10, 2011	March 1, 2011
November 18, 2010	November 9, 2010	March 24, 2011	March 15, 2011
December 2, 2010	November 23, 2010	April 7, 2011	March 29, 2011

Booking deadline: Friday, May 21

All ad material and instructions must be received by Friday, June 11

Early payment bonus: Pay for your ad in full by 4 p.m. Friday, June 11 and receive one free 1/4 page (black & white only) in our paper. A \$70 value!

Book your space today!

Sarah Stuebing, SA Publications Advertising Rep
Students' Association of Red Deer College
100 College Boulevard, Red Deer, AB T4N 5H5
Phone: (403) 356-4972 Fax: (403) 347-8510