THE INQUIRER

STUDENT VOICE OF DIABLO VALLEY COLLEGE

Diablo Valley College
The Inquirer, ATC-103
321 Golf Club Road
Pleasant Hill, CA 94523
E-mail: inquirer@dvc.edu
Online newspaper: www.dvcinquirer.com

PRINT ADVERTISING SPRING 2015

RESERVATION DATES	FINAL DEADLINE	PUBLICATION DATES
Tues., 1/27	Thurs., 1/29	Thurs., **2/5**
Tues., 2/10	Thurs., 2/12	Thurs., **2/19**
Tues., 2/24	Thurs., 2/26	Thurs., **3/5**
Tues., 3/10	Thurs., 3/12	Thurs., **3/19**
Tues., 4/22	Thurs., 4/24	Thurs., **4/16**
Tues., 4/21	Thurs., 4/23	Thurs., **4/30**
Tues., 5/5	Thurs., 5/7	Thurs., **5/14**

EXTENDED TABLOID

Column width:		Inches	Picas
1 column	=	1.92	11.52
2 columns	=	3.94	23.64
3 columns	=	5.96	35.76
4 columns	=	7.98	47.88
5 columns	=	10	60

RATES FOR DISPLAY ADS

National rate	$10.00 / column inch	
Open rate	$8.00 / column inch	
Contract 80	$7.20 / column inch	(80 column inches in a semester)
Contract 160	$6.40 / column inch	(160 column inches in a semester)
Campus rate	$6.50 / column inches	

(Available to DVC-affiliated clubs, organizations, academic and administrative departments. Individual and classified advertising excluded.)

You can get a 10% discount if display ads are prepaid.

No newspaper during the summer

AD FORMAT

We prefer digital ads. You can send them by e-mail as an attachment to inquirer@dvc.edu. Acceptable format - PDF files with fonts embedded; images should have a maximum resolution of 200 dpi, line art 508.

Please make checks or money orders payable to Diablo Valley College – We do not accept credit cards.

Please make sure The Inquirer, H-102 is included in the address, any correspondence or checks that are just sent to DVC without it will float around the college for months.

AD SIZES - For those of you who are not familiar with column inches or how to figure out what size ad you want.

COLUMN WIDTH

Because of the size of this page we can’t show 4 cols. and 5 cols. but you should be able to figure it out once you see the information below. Printable area of page is 10” x 16”.

Example: Your ad measures 3.94 inches wide (the equivalent of two Inquirer columns) by 4 inches deep. Multiply 2 (columns) by 4 inches (depth) to get 8 column inches. Then multiply 8 by $8 per column inch (open ad rate) to arrive at your cost of $64.

	1 col. = 1.92”	2 column = 3.94”	3 column = 5.96”	4 column = 7.98”
1”	**1 col**. x 1 in = **1 col. inch**	**2 col**. x 1 in	**3 col**. x 1 in	**4 col**. x 1 in
2”	1 col. x 2 in	2 col. x 2 in = **4 col. inches**	3 col. x 2 in	4 col. x 2 in
3”	1 col. x 3 in	2 col. x 3in	3 col. x 3 in = **9 col. inches**	4 col. x 3 in
4”	1 col. x 84 in	2 col. x 4 in	3 col. x 4 in	4 col. x 4 in = **16 col. inches**

1 col. x 1 inch = 1 col. inch x (your rate) $8 = $8
2 cols. x 2 inches = 4 col. inches x (your rate) $8 = $32
3 cols. x 3 inches = 9 col. inches x (your rate) $8 = $72
4 cols. x 4 inches = 16 col. inches x (your rate) $8 = $128

1/2 page 5 x 10” = 50 col. in x $8 = $400
1/4 page 3 x 10” = 30 col. in x $8 = $240
1/8 page 3 x 5” = 15 col. in x $8 = $120

If you want a full page ad 5 col. x 16” = 80 col. in. x (your rate) $7.20 (contract 80 col.in. / semester) = $576, one issue