

# THE INQUIRER

STUDENT VOICE OF DIABLO VALLEY COLLEGE

The Inquirer  
 Diablo Valley College, ATC-103  
 321 Golf Club Road  
 Pleasant Hill, CA 94523  
 E-mail: [inquirer@dvc.edu](mailto:inquirer@dvc.edu) Phone: 925.969.2544  
 Online newspaper: [www.dvcinquirer.com](http://www.dvcinquirer.com)

## FALL 2018

The Inquirer's print edition is on hiatus for Fall 2018.

### WINTER/SPRING INK MAGAZINE

FINAL RESERVATION	FINAL ART DEADLINE	PUBLICATION DATES
Fri., 11/09	Fri., 11/16	Weds., 12/12

## SPRING 2019

The Inquirer's print edition is on hiatus for Spring 2019.

### SUMMER/FALL INK MAGAZINE

FINAL RESERVATION	FINAL ART DEADLINE	PUBLICATION DATES
Fri., 4/19	Fri., 4/26	Weds., 5/22

### RATES FOR NEWSPAPER DISPLAY ADS (NOT AVAILABLE IN 2018-19)

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 organizations, academic and administrative departments.)

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

**All newspaper ads are black-and-white unless otherwise specified or paid for.**

### RATES FOR MAGAZINE DISPLAY ADS (NET TO INQUIRER)

Size	Campus	Open / Nat'l prepaid	National
FULL:	\$520	\$576	\$800
1/2:	\$260	\$288	\$400
1/4:	\$130	\$144	\$200
1/8:	\$65	\$72	\$100

**Magazine ads are only accepted in four sizes. Unlike newspaper ads, magazine ads are all color.**

### AD FORMAT & ADDITIONAL INFORMATION

Digital ads only. You can send them by e-mail as an attachment to [inquirer@dvc.edu](mailto:inquirer@dvc.edu). Acceptable format - PDF files with fonts embedded; images should have a maximum resolution of 200 dpi, line art 508.

**Please make sure The Inquirer, ATC-103 is included in the address.** Make checks or money orders payable to Diablo Valley College Inquirer – We do not accept credit cards.

# NEWSPAPER AD SIZES

1 column = 1.92"

2 column = 3.94"

3 column = 5.96"

4 column = 7.98"

## EXTENDED TABLOID (NEWSPAPER) - NOT AVAILABLE IN 2018-19

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

Because of the size of this page we can't show newspaper 5 columns about, 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

1 col. x 1 inch = 1 col. inch x (your rate) \$8 = \$8

1/2 page 5 x 18" = 40 col. in x \$8 = \$320

2 cols. x 2 inches = 4 col. inches x (your rate) \$8 = \$32

1/4 page 3 x 8" = 24 col. in x \$8 = \$192

3 cols. x 3 inches = 9 col. inches x (your rate) \$8 = \$72

1/8 page 2 x 5" = 15 col. in x \$8 = \$120

4 cols. x 4 inches = 16 col. inches x (your rate) \$8 = \$128

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

# MAGAZINE AD SIZES

1 column = 1.875"

2 column = 3.75"

4 column = 5.96"

Our magazines have a printable area of 8 1/4" x 11 3/4" and are 4-column wide publications. Magazine ads are only accepted in four sizes. Unlike newspaper ads, magazine ads are all color. Please add bleed to these dimensions.

SIZES	DIMENSIONS	PICAS
Full:	4 col. x 10.75" (8.25" x 10.75")	49.5 x 64.5
1/2:	4 col. x 5.375" (8.25" x 5.375")	49.5 x 32.25
1/4:	2 col. x 5.375" (3.75" x 5.375")	22.5 x 32.25
1/8:	1 col x 5.375" (1.875" x 5.375")	11.25 x 32.25