



## Advertising Information 2010-2011

The Cardinal is a US Tabloid size publication.  
10 in. wide (divided into five 2-in. columns) by 15 in. high.

**Please provide:** Postal billing address  
Name of contact person  
Phone Number  
E-mail address

**Flat rate per square inch:** \$3.00 for black and white  
\$4.50 for color

**Minimum Ad size:** 2" x 3" (or 3" x 2") business card size

### Size Discounts (in square inches)

32 - 60 ..... 05% off  
60 - 100 ..... 12% off  
100+ ..... 25% off

### Discounts for Multiple Insertions: (of the same ad copy)

2 insertions ..... 05% off  
3 insertions ..... 12% off each ad  
4+ insertions ..... 20% off each ad

### Suggested Ad Sizes With Applicable Size Discounts:

Full page (10" x 15")	\$338 b/w	\$506 color
1/2 page (10" x 7.5")	\$198 b/w	\$297 color
1/4 page (5" x 7.5")	\$107 b/w	\$160 color
1/8 page (5" x 3.5")	\$53 b/w	\$79 color

### Ad Copy:

Ad copy should be e-mailed as an attachment to [Cardinal.News@skagit.edu](mailto:Cardinal.News@skagit.edu). Please send as a PDF or image file, cropped to the proper dimensions.

### Billing:

Billing is handled by the Skagit Valley College Business Offices. Advertisers will receive an invoice by post mail after the advertisement is printed. Payment by cash, check, or credit card is acceptable.

### Deadlines are two weeks prior to desired publication date:

#### Fall Quarter

Deadline	Sept 30	Oct 14	Oct 28	Nov 18
Distribution	Oct 14	Oct 28	Nov 11	Dec 2

#### Winter Quarter

Deadline	Jan 13	Jan 27	Feb 10	Feb 24
Distribution	Jan 27	Feb 10	Feb 24	March 11

#### Spring Quarter

Deadline	Apr 7	Apr 21	May 5	May 19
Distribution	Apr 21	May 5	May 19	Jun 2