

# Ad Rates – The Mesa Press

Nestled in the hills of Clairemont Mesa, San Diego Mesa College is the largest college in the San Diego Community College District. Because of the college's comprehensive offerings, its excellent programs, its uniquely talented faculty, and its support services, Mesa College enjoys one of the highest student transfer rates in California.

The Mesa Press reaches more than 20,000 students, along with faculty, staff and the surrounding community. Local residents around the campus depend on us for arts, news and sports events related to our campus.

## **About our newspaper ...**

**Stability and Name Recognition:** The award-winning Mesa Press has served San Diego Mesa College, the district's largest college, for more than 40 years.

**Sections:** News, Arts & Entertainment, Opinion, Sports.

**Frequency:** Published six times per semester, distributed on Tuesdays. For specific publication dates, please call (619) 388-2630.

## **Advertising Rates**

Rates are listed below based on number of issues reserved. Costs are per ad, per issue. See attached sheet for examples of our ad sizes. Ad sizes are modular; we do not sell by the column inch.

<b>Ad type</b>	<b>Size</b>	<b>Local rates (inside CA)</b>		<b>National rates</b>	
		<b>1x</b>	<b>2-6x</b>	<b>1x</b>	<b>2-6x</b>
1/8 page	5"x3.75"	\$90	\$80	\$100	\$90
1/4 page	5"x7.7"	\$185	\$135	\$285	\$235
1/2 page	11"x7.7" or 5"x16"	\$360	\$315	\$460	\$415
Full page	11"x16"	\$700	\$650	\$800	\$750

## **General Information**

### **Rates**

All rates are net.

### **Deadlines**

Space reservation and copy deadlines for all advertisements are no later than ten (10) days in advance of the date of publication.

### **Acceptance**

The Mesa Press reserves the right to refuse or cancel any advertising. All advertising acceptance is subject to change and/or color availability.

## **Transfers**

Ad space is not to be sold or transferred by advertisers.

## **Aesthetics**

The Mesa Press reserves the right to alter artistic material on ad copy for reasons of space or aesthetic appeal, unless the advertiser specifies otherwise.

## **Liability**

Advertisers and/or agents assume all liability for advertisements published (including illustrations, text, claims, etc.) and agree to assume any and all responsibility for claims occurring against The Mesa Press.

## **Errors**

The Mesa Press is not responsible for errors resulting from changes made by phone, for returning copy submitted to The Mesa Press, or typographical errors in submitted copy. Liability for errors on the newspaper's part shall not exceed the cost of the space containing the error and limited to the first insertion. Notification of an error must be made within five (5) days of publication.

## **Cancellations**

Cancellations must be made prior to the ad reservation deadline, which is 10 business days prior to publication. No refund will be made on ads cancelled past that deadline.

## **“Paid Advertisement”**

Political advertisements and advertisements having the appearance of editorial material must conform to state and local regulations, and must read “Paid Advertisement.” No exceptions. The publisher, advertising manager and editors may require the words “Paid Advertisement” to be placed over any advertisement.

## **Liability**

The Mesa Press will not be liable for failure to furnish advertisement space, or failure to publish any advertisement due to strikes, labor disputes, government actions, war, fire, breakdown of equipment, acts of God, or any other circumstances beyond the newspaper's control.

## **Billing**

For new clients, we kindly request pre-payment for the first advertisement. Payment for subsequent advertising is due upon proof. A tear sheet will be sent to the advertiser upon request. Additional tear sheets are available upon request at no extra charge to the advertiser, subject to availability.

Bills are considered delinquent after 30 days. **All past-due bills will be assessed a 20 percent late charge each week for which the payment is overdue. Payment more than 60 days overdue will result in revocation of advertisement privileges.**

Should a government body levy a tax on any advertising covered by these rates, such tax will become an additional charge to the advertiser, over and above the rates mentioned herein.

The Mesa Press reserves the right to revise advertising rates at any time upon 30-day notice.

### **Placement**

Placement of an advertisement is at the discretion of The Mesa Press. Advertisers requesting special placement shall be given every consideration but will not be guaranteed unless paid for. A position may be guaranteed for a fee of \$25 upon availability. Back cover and inside middle pages require the purchase of 4-color.

### **Color & Premium Positions**

**Four-color ad (CMYK process):** Add \$200 to the cost of any ad

**Premium positions:** Add \$25 to the cost of any ad.

Page 2

Page 5

Page 7

Page 9

Inside middle pages

Back cover

### **The Mesa Press**

#### **Mailing Address:**

7250 Mesa College Dr.

San Diego, CA 92111

**Phone:** (619) 388-2630

**Fax:** (619) 388-2835

**E-mail:** [mesa.press@gmail.com](mailto:mesa.press@gmail.com)

**Please scroll down to next page for The Mesa Press Advertising Contract.**



**The Mesa Press Advertising Contract**

7250 Mesa College Dr., San Diego, CA 92111 (619) 388-2630 mesa.press@gmail.com

Advertiser:

\_\_\_\_\_  
Type of business:

\_\_\_\_\_  
Billing address:

\_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone number: (\_\_\_\_) \_\_\_\_\_ Fax number: (\_\_\_\_) \_\_\_\_\_

Local address (if any):  
\_\_\_\_\_

\_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

This agreement is made on \_\_\_\_\_ 20 \_\_\_\_\_ between The Mesa Press newspaper and \_\_\_\_\_ (the "advertiser").

Whereas the advertiser wished to purchase display advertising space in The Mesa Press, the newspaper and the advertiser agree to the following:

- 1) The Mesa Press will publish a \_\_\_\_\_-by-\_\_\_\_\_ -inch display advertisement in its \_\_\_\_\_ (date/s) issue at the rate indicated in the newspaper's current rate schedule, which is incorporated herein and made part of this agreement.
- 2) The Mesa Press reserves the right to refuse any advertisement or advertisement copy. The newspaper accepts copy only by publishing it. All advertising acceptance is subject to space and color availability, as outlined in the newspaper's policy, which is incorporated herein by reference and made part of this agreement.
- 3) The advertiser understands that The Mesa Press is a student newspaper partially funded or supported by the San Diego Community College District.
- 4) None of the terms and conditions of this agreement may be altered except in writing, signed by an authorized representative of the company.
- 5) All rate quotes are for single advertisers only.
- 6) All advertisement copy that represents the creative effort of The Mesa Press and/or the utilization of creativity, illustration, labor, composition or material furnished by the newspaper, is and remains the property of the newspaper, including all rights of copyright therein. The advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any advertising copy for use in any other medium without the express written consent of The Mesa Press.
- 7) In the event that any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be paid by the advertiser.
- 8) This agreement may not be transferred or sold by advertisers.
- 9) This agreement cannot be invalidated by typographical errors, incorrect insertions or omission in advertising publishing. The Mesa Press agrees to run corrective advertisement for that first insertion or omission. The advertiser shall notify the newspaper of such errors in time for correction before the second insertion or omission. The Mesa Press shall not be liable to the advertiser for any loss that results from the incorrect publication or failure to publish any of its advertisement.
- 10) The advertiser shall make payment within 30 days of the billing date indicated on The Mesa Press' invoice, and shall become delinquent after that time. All past-due accounts will be assessed a 20 percent late charge each week for which the payment is overdue. Payment more than 60 days overdue

will result in revocation of advertising privileges, as outlined in the newspaper's billing policy, which is incorporated herein by reference and made part of this agreement.

**Don't forget to sign!** ↓

**For the advertiser:**

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Phone Number: (     ) \_\_\_\_\_

**Please fax pages 4 and 5 to (619) 388-2835 or email to [mesa.press@gmail.com](mailto:mesa.press@gmail.com).**

**Ad Creative Requirements**

- PDF or JPEG with all fonts embedded
- All images should be 200-300 dpi
- Color images must be in CMYK format
- Black and white images must be in grayscale

**Sample ad size layouts (not to scale)**

**1/4 PAGE  
5" x. 7.7"**

**1/8 PAGE  
5" x 3.75"**

**1/2 PAGE  
(horizontal)  
11" x 7.7"**