

VVC RamPage Student Newspaper

2012-2013 Rate and Information Sheet

Victor Valley College
18422 Bear Valley Road
Victorville, CA 92392
760-245-4271 extension 2707
deanna.murphy@vvc.edu
vvcrampage@gmail.com

Forms of Advertising: The RamPage offers two distinct forms of advertising:

- **Advertising insert coupons per issue: \$100**

The advertiser at their expense supplies 1,500 copies of the flier, brochure or other flat printed item up to 8 ½ by 11 inches. These must be delivered to Auxiliary Services at least two days prior to issue date.

- **Display Advertising per issue:**

Black and white

Business Card size 3.5 inches by 2 inches (horizontal layout) \$75

Quarter Page 3.5 inches by 5 inches (vertical layout) \$100

Half page (inside) 5 inches by 7 inches (horizontal layout) \$200

Full page 10 inches by 7 inches (vertical layout) \$350

Discounts

If you purchase three ads, you will receive a fourth ad at no cost
(Of equal or lesser value than previous ads).

Color advertising – *all editions are printed in black and white and published online in color; the last print edition of the semester is always printed in color.*

Advertising procedures:

- **Orders:** Ad copy submission must be submitted in electronic form, as a **JPEG FILE**. Ad copy files need to be submitted at least one week prior to requested edition.
- **Deadlines:** Display ads must be received five days prior to publication. Insert ads should be received at least two working days prior to the date of the publication.
- **Payment: All ads are prepaid.** Payments are made payable to VVC. Payment by credit card can also be received in person during regular business hours.
- **Display Questions and Advertising Orders:** Contact Deanna T. Murphy, Assistant Director of Auxiliary Services, (760) 245-4271 extension 2707 or email to deanna.murphy@vvc.edu **or** vvcramapage@gmail.com
- **Proof of Ad Placement:** Tear sheets will be delivered via email as a digital copy of the paper and/or a link to a digital copy.

See back for Publication Schedule

Publication Schedule for Fall 2012

Friday Sept. 7, 2012
Friday Sept. 21, 2012
Friday, Oct. 12, 2012
Friday, Oct. 26, 2012
Friday, Nov. 9, 2012
Friday, Nov.30, 2012 (color edition)
Friday, Dec. 14, 2012 (online only edition)

Publication Schedule for Spring 2013

Friday, Feb. 22, 2013
Friday, Mar. 8, 2013
Friday, Mar. 22, 2013
Friday, April 5, 2013
Friday, April 26, 2013
Friday, May 10, 2013
Friday, May 24, 2013
Friday, June 7, 2013 (color edition)

Thank you for your interest in placing an advertisement in the RamPage. The student newspaper of Victor Valley College is published in newsletter-size format and is the only college newspaper in the First District of San Bernardino County, Calif. The RamPage generates it's only profit from advertisements and these profits help fund the production of the paper as well as scholarships for Victor Valley College students. The RamPage is printed seven to eight times per semester with an average circulation of 1,500 and is read by students, faculty, staff and community members. Victor Valley College serves between 14,000 and 17,000 students per semester. The student editors over several recent years have won awards from the Inland Empire Professional Chapter of the Society of Professional Journalists, and several RamPage alumni have gone on to obtain full-time paid employment at local daily newspapers.