Saddleback College
28000 Marguerite Parkway, LRC 303
Mission Viejo, CA 92692
lariatadvertising@gmail.com • 949-582-4688
### Column Widths

1 column = 1.5278 in (9p2)  
2 column = 3.22 in (19p3.6)  
3 column = 4.9176 in (29p6)  
4 column = 6.6236 in (49p9.6)  
5 column = 8.3 in (49p9.6)  
6 column = 10 in (60p)

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### Spring 2016 Publication Dates

- **February**: 17
- **March**: 2, 16, 30
- **April**: 13, 27
- **May**: 11

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### Standard Sizes and Rates

<table>
<thead>
<tr>
<th>Size Description</th>
<th>Dimensions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>10 x 16 in (60p x 96p)</td>
<td>$ 816.00</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>10 x 7.92 in (60p x 47p6)</td>
<td>$ 403.92</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>4.9176 x 7.92 in (29p6 x 47p6)</td>
<td>$ 201.96</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>10 x 3.96 in (60p x 23p7)</td>
<td>$ 201.96</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>10 x 5.22 in (60p x 31p4)</td>
<td>$ 266.22</td>
</tr>
<tr>
<td>1/8 Page Vertical</td>
<td>2.375 x 7.833 in (14p3 x 47p)</td>
<td>$ 103.53</td>
</tr>
<tr>
<td>1/8 Page Horizontal</td>
<td>4.9176 x 3.87 in (29p6 x 23p2)</td>
<td>$ 103.53</td>
</tr>
<tr>
<td>1/12 Page Horizontal</td>
<td>4.9176 x 2 in (29p6 x 12p)</td>
<td>$ 51.00</td>
</tr>
<tr>
<td>Business Card</td>
<td>3.5 x 2 in (21p x 12p)</td>
<td>$ 38.85</td>
</tr>
<tr>
<td>2 col x 2 in</td>
<td>3.22 x 2 in (19p4 x 12p)</td>
<td>$ 34.00</td>
</tr>
<tr>
<td>Make it a color ad</td>
<td></td>
<td>$ 250.00</td>
</tr>
</tbody>
</table>

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### Frequency Discounts

- 2-3 weeks: 2% discount  
- 4-5 weeks: 5% discount  
- 6-7 weeks: 10% discount

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### Classified Ads

- 25 Characters per line  
- $5 per line
Online Advertising

ADVERTISING PLACEMENTS

ALL ADS:
• Visible on all pages for maximum exposure
• Only your ad is shown, no rotation

768X90 TOP BANNER (LEADERBOARD)
• Top of page beneath navigation bar
  $150/month or $200 for 2 months

350x250 Rectangle ATF
• Above the fold (ATF) at top of sidebar
  $100/month or $150 for 2 months

125x125 ATF
• Above the fold (ATF) at top of sidebar, under 350x250 ad.
  • Displayed in groups of two (2)
  $75/month or $100 for 2 months

350x250 Rectangle BTF
• Below the fold (BTF) in sidebar
  $75/month or $100 for 2 months

350x250 or 125x125 FOOTER
  Large: $50/month
  Small: $30/month

CUSTOM AD BLOCK COMBINATIONS:
• Contact our advertising department for rates.
Payment Instructions for Print Advertising

• The full invoice amount will be issued within seven (7) days after the first ad is published, payable by check to: SADDLEBACK COLLEGE. (Checks should be payable to “Saddleback College” (not to “Lariat”) and mailed to the address on the cover page.) Payment is due within 30 days of receipt of the tear sheet. Accounts more than 30 days past are subject to a 1% late fee and must prepay for any new advertising at time of reservation, and accounts more than 60 days past due are subject to a 3% late fee. Prepayment is welcome. Advertisers publishing for three or more consecutive months may request quarterly billing.

• Publisher reserves the right to reject or cancel any advertisements at any time. We do not accept ads that promote discrimination on the basis of race, creed, color, sex or sexual orientation; nor will ads that promote products or services illegal in the State of California be accepted. Publication of questionable ads is the decision of the Lariat Editorial Board. All advertising set to simulate editorial or political content will be labeled “Paid Advertisement.”

• Forwarding of an order is construed as an acceptance of all rates and conditions of rate card. Failure to make order correspond to rate card will be regarded only as a clerical error and publication will be charged based on the rate and terms of rate card.

• The publisher is not responsible for cancellations or corrections given over the telephone. Written confirmation of cancellations or corrections must be received before deadline.

• Advertiser and/or advertising agency will indemnify and hold harmless the Lariat, its officers, agents, employees, and contractors for all contents supplied to publisher, including text, representations and illustrations of advertisements printed, and for defamation, invasion of privacy, copyright infringement and plagiarism.

• Lariat is not responsible for any typographical or other errors. Claims for errors must be made in writing within seven (7) days of publication.

• Lariat shall not be liable for failure to print, publish, or circulate all or any part of any issue in which an advertisement accepted by the publisher is contained if failure is result of circumstances beyond the Lariat’s control.

• Lariat shall not be liable for any damages or loss that might occur from errors or omissions in advertisements.
Publishing Information

Distribution

- 3,000 copies published every other week on Wednesdays. (See schedule for actual dates.)

Advertising Deadlines

- Space reservation for display ads and Camera-ready art, PDF’s or JPEG’s emailed to lariatadvertising@gmail.com - No later than 5pm on the Friday before publication.
- Late art is subject to $100 service charge.
- Minimum display ad size is four column inches.
- Advertisers requiring a proof must submit copy/art, space requirements and payment two weeks prior to publishing. Minimum size for proof is 10 column inches.

Why Advertise in the Lariat?

- Six times in the last decade, the Lariat has been recognized by the Associated Collegiate Press as a finalist for the National Pacemaker award, considered the equivalent of a Pulitzer Prize in college journalism.
- The Lariat was introduced into the ACP Hall of Fame in 1994, one of just a handful of community college newspapers awarded that honor.
- The Lariat offers an affordable way to reach a diverse cross-section of affluent Southern Californians.