

# Lariat

## Saddleback College • Advertising Rates • Spring 2016

The student voice of Saddleback College since 1968

**Lariat** LIFE  
Learn more about Saddleback College's Julie Brady Jenner **6**



Wednesday, Oct. 21, 2015 volume 48, issue 4 facebook.com/lariatnews twitter.com/lariatnews twitter.com/lariatnews LARIATNEWS.COM

**NEWS STREAM**

**Halloween**  
Want to get prepared for this Halloween season? Then check out the Lariat's guide and get ready for maximizing your scores. **4-5**

**Homecoming 2015**  
Saddleback College held its annual homecoming game for former alumni of Saddleback College. Find out more about how it went. **7**



**Meet the staff**  
Want to know more about the people here who bring you the Saddleback Lariat? Come and read about us. **5**



**Saddleback downs Grossmont**  
The Saddleback Gauchos continue their winning streak after facing off against the Grossmont Griffins. Find out how the confrontation went with our play-by-play coverage. **7**

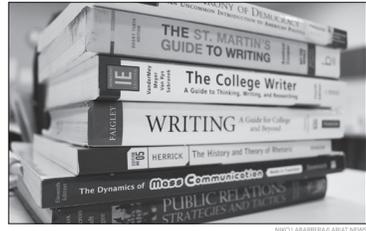
**TEMPER**

Thursday	Friday	Saturday
Sunny	Sunny	Sunny
70°	75°	80°
Sunday	Monday	Tuesday
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75°	80°	85°

**ON THE WEB**

Facebook: @lariatnews  
Twitter: @lariatnews  
Instagram: /lariatnews

**\$1,200**



**How much do you spend?**  
Students spend upwards of \$1,200 annually on textbooks, but a new law will provide online textbooks for students that are free and easy access. **p. 2**

**Saddleback joins Great ShakeOut**

**The Great California ShakeOut**

**JOSHUA ZENT**  
SPORTS EDITOR

Saddleback College has participated in The Great California ShakeOut earthquake drill since its introduction on Nov. 13, 2008. Formally known as the "Great Southern California ShakeOut," the drill was created and coordinated by the Earthquake Country Alliance as a way to involve and advise Southern California residents to earthquake preparation and safety.

The ShakeOut alerts the public about earthquake preparedness. The term "shakout" comes from the ShakeOut Scenario, a total description of a model 7.8 magnitude earthquake on the San Andreas Fault. The ShakeOut drill's motto is "Drop, Cover and Hold On."

In the event of an earthquake, one should drop to the ground to avoid losing one's balance and sustaining potential injury.

Now take shelter under something sturdy, such as a table or desk, to avoid any debris from falling and causing injury or death.

Finally, hold on to the object until the trembling subsides.

The ShakeOut also includes more in-depth instructions for those in leadership positions to help better coordinate a proper drill in the event of an earthquake.

There is also a detailed section in the formal ShakeOut manual directed towards businesses, with instruction how to make decisions, react and recover from the aftermath of an earthquake's effects.

Saddleback geology instructor James Repka has been following and participating in the event for years. He discussed why the date for the drill is pertinent.

"Interestingly enough, the date is tied to the Loma Prieta earthquake which happened in Santa Cruz in 1989," Repka said. "That happened on October 17."

Every year the ShakeOut is held on a Thursday closest to Oct. 17, the date corresponding to the minute during the 10 a.m. hour.

"It's always a Thursday and they match the time and the date," Repka said. "So this year it was October 15 at 10:15 in the morning."

Since 2009 the event has expanded past California into surrounding states and countries including Canada, New Zealand, and Japan.

Now known as the Great ShakeOut because of its ever-growing participation will continue to grow as fears and concerns increase over the arrival of the next big earthquake.

Detailed information on The Great California ShakeOut is available at shakeout.org/california.

The student voice of Saddleback College since 1968

**Lariat** SPORTS  
Saddleback College's Shaquan Whitaker dreams of playing in the NFL **7**



Wednesday, Nov. 4, 2015 volume 48, issue 5 facebook.com/lariatnews twitter.com/lariatnews twitter.com/lariatnews LARIATNEWS.COM

**NEWS STREAM**

**Yellow fever in Orange County**  
Mosquitos found in Southern California bring renewed threats of diseases

**Rebels without a tobacco product**  
A new policy at Saddleback College has resulted in smokers dealing with more prohibitions leveled against them. Find out how they're reacting. **3**

**Allen takes flight with 'Blackbird'**  
Featuring the award-winning Jennie Allen, the one-woman show "Blackbird" premiered at Saddleback College. Discover more about it and its reception. **6**

**Running with a purpose**  
Saddleback College's cross-country team continue their momentum thanks to the record-setting efforts of Ulysses Ortez. Discover how he helped and what it means for his team. **7**

**The beef on processed meat**  
For those who fear cancer, staying away from this type of food is an important step to consider. Learn what else you can do. **3**

**College shootings have prompted greater safety at Saddleback College**  
Emergency procedures should be considered a living document. They should always evolve to incorporate the best practices and newest advances in dealing with emergency situations," Higa said. "The District is constantly reviewing these procedures to make sure we are knowledgeable and prepared."

**CHEYENNE LINCH**  
CONTRIBUTOR

During the past few months there's been multiple college campus shootings, including the most recent in Oregon at Umpqua Community College.

All these campus shootings begs the question of how safe do you feel on your own campus? Campus safety is an issue of concern for the Saddleback College community.

Patrick Higa, Saddleback's new Police Chief, was asked if the campus and/or district have done anything to change protocol if a shooter on campus became a reality.

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**Trying to stay safe on campus**

**College shootings have prompted greater safety at Saddleback College**

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The Saddleback College Police Department runs drills and exercises with the Orange County Sheriff's Department and Orange County Fire Authority involving active shooter scenarios. They have run drills in the Student Services Center in the past and most recently at the Shops at Mission Viejo.

The officers are training alongside sheriff deputies and firefighters so they can be prepared to handle any incident and to quickly integrate with these agencies to handle situations quickly and efficiently.

Saddleback campus also provides a number of "behind the scene" activities to build up a safer campus for faculty and students.

"The Offices of Instruction, Student Services, Administrative Services and especially the Office of the President have made emergency preparedness a priority issue," Higa said.

If there were to be an emergency on campus, like a shooter on school grounds, mass notification can be accomplished in a number of ways.

**READ MORE ON PAGE 2**

Saddleback College  
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Mission Viejo, CA 92692  
lariatadvertising@gmail.com • 949-582-4688

# Advertising Information

## Advertising Specs for Print 11x17 Tabloid

### 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)

### **\*Spring 2016 Publication Dates**

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

### Standard Sizes and Rates

Full Page .....	10 x 16 in (60p x 96p)	\$ 816.00
1/2 Page Horizontal .....	10 x 7.92 in (60p x 47p6)	\$ 403.92
1/4 Page Vertical .....	4.9176 x 7.92 in (29p6 x47p6)	\$ 201.96
1/4 Page Horizontal .....	10 x 3.96 in (60p x 23p7)	\$ 201.96
1/3 Page Horizontal .....	10 x 5.22 in (60p x 31p4)	\$ 266.22
1/8 Page Vertical .....	2.375 x 7.833 in (14p3 x 47p)	\$ 103.53
1/8 Page Horizontal .....	4.9176 x 3.87 in (29p6 x 23p2)	\$ 103.53
1/12 Page Horizontal .....	4.9176 x 2 in (29p6 x 12p)	\$ 51.00
Business Card .....	3.5 x 2 in (21p x 12p)	\$ 38.85
2 col x 2 in .....	3.22 x 2 in (19p4 x 12p)	\$ 34.00
Make it a color ad .....		\$ 250.00

### Frequency Discounts

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

### Classified Ads

25 Characters per line  
 \$5 per line

1/2 Page Horizontal



1/4 Page Vertical



1/4 Page Horizontal



1/3 Page Horizontal



1/8 Page Vertical



1/8 Page Horizontal



1/12 Page Horizontal



Business Card



2 Column x 2 in



# 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

**YOUR AD HERE**

125 x 125

Contact us today

### 350x250 RECTANGLE BTF

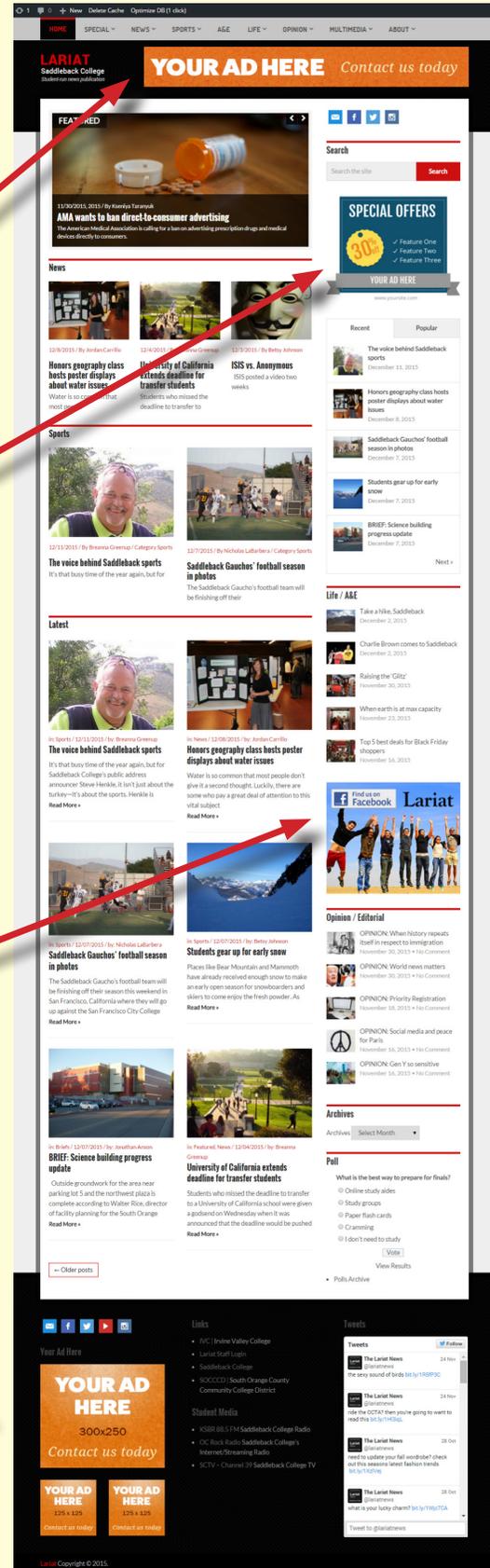
- Below the fold (BTF) in sidebar
- \$75/month or \$100 for 2 months

### 350x250 or 125x125 FOOTER

Large: \$50/month  
Small: \$30/month

### CUSTOM AD BLOCK COMBINATIONS:

- Contact our advertising department for rates.



**YOUR AD HERE**

300x250

Contact us today

**YOUR AD HERE**

125 x 125

Contact us today

**YOUR AD HERE**

125 x 125

Contact us today

## 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](mailto: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.