



2008-09 Advertising: Fall Semester

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S&B Publication Information:

The newspaper prints 2000 copies that are distributed on Friday mornings in the student post office, to college faculty and staff, and in several local business locations. *The Scarlet & Black* is also published online, and can be accessed at <http://www.grinnell.edu/sandb>. Our Fall 2008 publication dates are:

September 5 • September 12 • September 19 • September 26 • October 3 • October 10
October 31 • November 7 • November 14 • November 21 • December 5 • December 12

Rates Per Column Inch:

On campus : \$ 2.00
In Grinnell: \$ 3.00*
National: \$ 8.00

*Fall 2008 Discount Rate

Advertising Deadlines:

Space must be reserved by Monday at 5 p.m. the week of the date of publication. Finished advertisements must be received by Wednesday at noon. *We design for free!* If you wish to have us design an ad, we must receive instructions by Tuesday at 5. p.m.

Advertisement Sizing:

The Scarlet & Black is printed on tabloid sized pages (14 inches tall, 10.25 inches wide). Advertisements should be sized according to the following rules:

Width: Advertisements are organized on the page by columns and must be a certain width to fit. The width for advertisements of various column sizes are:

1 col = 1.56" 2 col = 3.306" 3 col = 5.04" 4 col = 6.77" 6 col = 10.25"

Please do not submit ads 5 columns in width for layout reasons.

Height: Advertisements must be either 1.6", 3.4", 5.1", 6.9", 8.6", 10.4", 12.1", or 14" inches tall unless they are 6 columns in width, in which case there are no restrictions.

For further information or to ask questions, please contact Katie McMullen (Business Manager) via e-mail at sandbads@grinnell.edu.