

Et Cetera Guidelines and Rate Information 2008-09

- **General Information**

The Et Cetera is a student newspaper published by the student publications division at Eastfield College in Mesquite, Texas. The Et Cetera publishes every two weeks during the Spring and Fall semesters. The Et Cetera is distributed free of charge to the students, faculty, staff and community of Eastfield College, with a total circulation of approximately 2,500.

- **Advertising Dimensions**

The Et Cetera is printed as a tabloid (11.125" x 12.5") with 1/2" margins on all sides. Display ads are accepted on a 1/8-page, 1/4-page, 1/2-page and full-page basis.

- **Advertising Inserts**

Inserts will be accepted as free-standing advertising if they meet the ethical standards of this publication. Inserts must be reserved two weeks in advance and arrive at the printer four days prior to publication date.

- **Web Advertising**

Call The Et Cetera for more information at 972-860-7290.

- **Payments and Billing**

Invoices are mailed from the Business Office two to three days after the issue is published and are payable no more than 30 days after receipt. Invoices not paid after 30 days will be assessed a 5% late charge. Accounts more than 90 days past due will have their advertising privileges suspended until the account is brought current. Advertisers requiring more than one tear sheet should indicate that on the insertion order form.

Payments must be made payable to The Et Cetera and mailed to the Eastfield College Business Office at 3737 Motley Drive, Mesquite, Texas, 75150. You may contact us at 972-860-7290 or via e-mail at martiharvey@dcccd.edu.

- **Ad Submissions**

The Et Cetera accepts ad materials in PDF format via e-mail at martiharvey@dcccd.edu.

The Et Cetera – www.eastfieldnews.com

DIMENSIONS	CAMPUS	LOCAL	NATIONAL	ONLINE RATES \$100/MO. For front page \$50/MO. for all other pages
FULL PAGE – 10.125" x 11.5"	\$200.00	\$450.00	\$500.00	CALL 972-860-7290 FOR INFORMATION Campus Club Ads \$5.00 (One eighth page, must provide artwork) A design charge of \$25/hr. applies for non camera ready art and online art. Inserts \$250 one page \$350 four pages \$450 eight pages \$550 twelve pages *per 1000 Full color cost is \$300 additional and 2 color is \$150 additional.
HALF PAGE vertical – 5.1" x 10.5"	\$100.00	\$225.00	\$250.00	
HALF PAGE horizontal – 10.125" x 5.25"	\$100.00	\$225.00	\$250.00	
ONE QUARTER PAGE – 5.1" x 5.25"	\$50.00	\$115.00	\$125.00	
ONE EIGHTH PAGE – 5.1" x 2.875"	\$25.00	\$60.00	\$62.50	

Submissions due Wednesday prior to publication.
Cancellation by Friday prior to publication date or full amount of ad due.