

The Carletonian/Carl

ABOUT OUR PUBLICATION

Founded in 1877, The Carletonian is Carleton College's award-winning student run newspaper.

The Carletonian is comprised of two parts: a weekly newspaper and a biweekly arts and culture magazine supplement, the Carl. The newspaper section runs on a six-column broadsheet page and covers news, sports, features, and opinion articles written by the Carleton community. The Carl is a tabloid-sized magazine featuring art, music, film, and cultural events.

Over 1,500 copies of The Carletonian and Carl are distributed to students, parents, alumni, staff, faculty, and members of the Northfield community.

The Carletonian is currently accepting advertising contracts for the 2010-2011 academic year. For questions regarding advertising please contact our Advertising Manager at (507) 222-7064 or email us at liuc@carleton.edu.

QUICK FACTS ABOUT CARLETON AND THE CARLETONIAN

- Carleton is located in Northfield, MN- 45 minutes south of Twin Cities.
- Carleton is currently ranked as the eighth best liberal arts college in the nation by US News & World Report.
- Students hail from 49 states and 45 countries.
- The Carletonian's circulation is over 1,500. This includes nearly 1,200 students, faculty and staff, over 300 mailed subscriptions, and copies distributed throughout Northfield, MN.
- Most faculty and staff live and shop in the Twin Cities and Northfield areas.

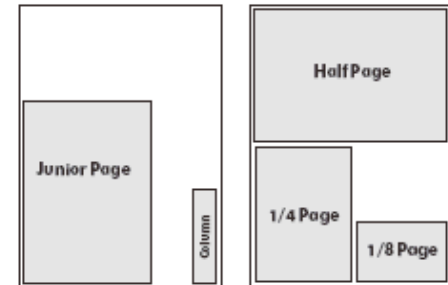
PRICES AND CONTRACTS

The Carletonian offers the following discounts for signing contracts for 4, 8, 12, or 24 runs. Additionally, payment in the form of trade is negotiable.

| Newspaper | 24X | 12X | 8X | 4X | 1X |
|--|--------|--------|--------|--------|-------|
| Back Page | \$7000 | \$4250 | \$3000 | \$1750 | \$500 |
| Full Page | 6500 | 3500 | 2750 | 1500 | 400 |
| Half Page | 4000 | 2700 | 1800 | 1000 | 300 |
| Junior Page | 3700 | 2500 | 1700 | 900 | 250 |
| 1/4 Page | 2000 | 1350 | 900 | 500 | 150 |
| 1/8 Page | 1000 | 675 | 450 | 250 | 75 |
| Inserts (Multi page) | 8000 | 5000 | 3500 | 2000 | 600 |
| Inserts (Single page) | 2000 | 1200 | 800 | 500 | 150 |
| <i>Custom Ads: \$5 per column-inch, minimum \$25</i> | | | | | |
| The Carl | 12X | 8X | 4X | 1X | |
| Full Page | \$2000 | \$1400 | \$750 | \$200 | |
| Half Page | 1000 | 700 | 375 | 100 | |
| 1/3 Page | 740 | 500 | 260 | 70 | |
| 1/6 Page | 370 | 250 | 130 | 35 | |

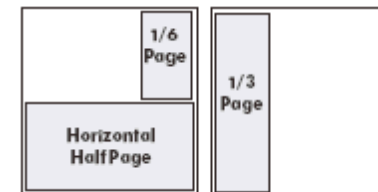
AD SIZES AND MEASUREMENTS

The Carletonian (Broadsheet size)



| | |
|-------------|--------------------|
| Full Page | 12 1/2" x 21 1/8" |
| Half Page | 12 1/2" x 10 9/16" |
| Junior Page | 8 1/4" x 13 3/4" |
| 1/4 Page | 6 1/8" x 10 9/16" |
| 1/8 Page | 6 1/8" x 5 1/4" |
| Column | 5 1/4" x 1 15/16" |

Carl Magazine (Tabloid size)



| | |
|----------------------|-----------------|
| Full Page | 10.775" x 12.9" |
| Horizontal Half Page | 10.775" x 6.45" |
| 1/3 Page | 3.42" x 12.9" |
| 1/6 Page | 3.425" x 6.45" |

2010-2011 PUBLICATION DATES

The Carletonian and the Carl are distributed on Fridays. (* indicates when the Carl supplement is included)

| Fall 2010 | Winter 2011 | Spring 2011 |
|------------------|--------------------|--------------------|
| September 24* | January 14* | April 8* |
| October 1 | January 21 | April 15 |
| October 8* | January 28* | April 22* |
| October 15 | February 4 | April 29 |
| October 22* | February 11* | May 6* |
| October 29 | February 18 | May 13 |
| November 5* | February 25* | May 20* |
| November 12 | March 4 | June 27 |

SUBMITTING AN ADVERTISEMENT

Please send us your advertisement as an Adobe Acrobat PDF file via e-mail to carletonian@carleton.edu. We can also accept ads on a camera-ready page.

DESIGN SERVICES

If you would like the Carletonian to design your advertisement, we charge a production fee of 15% of the ad price. The 15% fee will also apply in the event that major modifications need to be made to electronically submitted ads.

SPACE RESERVATIONS & DEADLINES

The Carletonian requests that space reservations be made one week in advance of the ad deadline. All advertisements for the newspaper section are due the Tuesday prior to the publication date. All advertisements for the Carl are due the Monday before the publication date.

PAYMENT

Invoices are sent on a weekly basis, and payment is due as marked on the invoice. Payment is accepted in check form only, and should be made payable to The Carletonian. Please send checks to:

The Carletonian
Attn: Advertising Manager
One North College Street
Northfield, MN 55057

The Carletonian
Advertising Department
One North College Street
Northfield, MN 55057

The Carletonian

Carleton College's student newspaper since 1877.

Advertising 2010-2011

Rates, sizes, policies
and submission guidelines

One North College Street
Northfield, MN 55057
507-222-7064