

The Concordian

ADVERTISING INFORMATION 2015-16

MARKETING INFORMATION: ADVERTISING POLICY:

Total Printing: 1,500*
Students: 2,500*
Other Recipients (faculty, staff, alumni):
400*

Newspapers are *FREE* on campus and available for all students, faculty, staff and visitors. Newsstands located in most buildings on campus hold the paper alongside the *Star Tribune* and *USA Today*.

* Numbers are subject to change.

BILLING PROCEDURES:

1. All accounts are billed weekly and are payable upon receipt. Please pay bills from invoices. Statements will only be sent upon request. A 1.5 percent finance charge is added each month to any accounts past-due 30 days after the invoice is billed.

2. All billing questions should be directed to **Tabitha Durbin, Advertising Manager** cordad@cord.edu.

3. *The Concordian* reserves the right to discontinue services to advertisers who do not meet the billing requirements or at *The Concordian's* discretion.

PUBLICATION SCHEDULE:

September: 17, 24
October: 1, 8, 15, 22
November: 5, 12, 19
December: 10
January: 21, 28
February: 4, 11, 18
March: 10, 17
April: 14, 21

ADVERTISING POLICY:

1. *The Concordian* reserves the right to refuse any advertising detrimental to the well-being of the newspaper's reputation or contrary to college policy.

2. *The Concordian* reserves the right to fit advertisements to production requirements.

3. Cancellations will not be accepted unless received by 5 p.m. the Monday preceding publication.

4. All political advertisements must be prepaid and accompanied with the proper disclaimer.

5. The Concordian will not accept ads from advertisers with accounts 30 days past due.

6. Although no page position is guaranteed, desired position will be given when possible.

7. Contract arrangements can be made either in person or over the telephone.

ERROR POLICY:

The Concordian will not compensate for errors in excess of the cost of the ad in which the error appears. Correction runs or "make goods" will be given when appropriate as determined by the advertising manager.

IMPORTANT DATES:

First Semester Begins: Aug. 27
Family Weekend: Sept. 18-20
Homecoming Week: Sept. 28-
Oct. 2
Mid-Semester Recess: Oct. 24-27
Thanksgiving Break: Nov. 25-29
Fall Semester Finals: Dec. 16-18
Second Semester Begins: Jan. 4
Spring Break: Feb. 20-28
Easter Recess: March 24-28
Spring Semester Finals: April 27-29
Graduation: May 1

CONTACT INFORMATION:

Tabitha Durbin, *Advertising Manager*
Cell Phone: (763) 913-4818
Email: cordad@cord.edu

Misty Gobel, *Business Manager*
Cell Phone: (763) 267-8441
Email: cordbus@cord.edu

Karen Besonen and Maddie Malat, *Editor-in-Chiefs*
Email: concord@cord.edu

The Concordian
Office Phone: (218) 299-3827
Fax: (218) 299-4313
Website: www.theconcordian.org

DEADLINES:

Ad Copy: 5 p.m. Sunday
Classifieds, cancellations: Noon Monday
Inserts: 5 p.m. Monday
Design Requests: 5 p.m. TWO Sundays preceding publication

PRODUCTION FAQs:

PDF files are preferred; however, we also accept PSD, TIF, GIF and JPEG formats. Email submissions to cordad@cord.edu are preferred, although CD, photoready and scannable submissions are acceptable.

TECHNICAL INFORMATION:

Color Line Screen: 100 dpi
Grayscale Line Screen: 85 dpi
Gutter: 0.125 inch
Paper Height: 20.5 inches
Paper Width: 11.625 inches
Column Width: Approx. 1.6-1.9 inches

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Concordia College
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Moorhead, MN 56562