

# The Concordian

## ADVERTISING INFORMATION 2017-18

### MARKETING INFORMATION:

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 **Patrick Sorrells, Advertising Manager**  
[cordad@cord.edu](mailto: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: 14, 21, 28

October: 5, 12, 19

November: 9, 16, 30

December: 14

January: 25,

February: 1, 8, 15, 22

March: 15, 22

April: 5, 12, 19

### 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. 31

Family Weekend: Sept. 15-17

Homecoming Week: Sept. 28-  
Oct. 1

Mid-Semester Recess: Oct. 21-24

Thanksgiving Break: Nov. 23-26

Fall Semester Finals: Dec. 13-15

Second Semester Begins: Jan. 9

Spring Break: Feb. 24-March 4

Easter Recess: March 28-April 2

Spring Semester Finals: May 2-4

Graduation: May 6

### CONTACT INFORMATION:

Patrick Sorrells, *Advertising Manager*

Cell Phone: (701) 809-4356

Email: [cordad@cord.edu](mailto:cordad@cord.edu)

Misty Gobel, *Business Manager*

Cell Phone: (763) 267-8441

Email: [mgobel@cord.edu](mailto:mgobel@cord.edu)

Katie Beedy and Katelyn Kasella, *Editor-in-Chiefs*

Email: [concord@cord.edu](mailto:concord@cord.edu)

The Concordian

Office Phone: (218) 299-3827

Fax: (218) 299-4313

Website: [www.theconcordian.org](http://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 Sun-  
days preceding publication

### PRODUCTION FAQs:

PDF files are preferred; however, we also accept PSD, TIF, GIF and JPEG formats. Email submissions to [cordad@cord.edu](mailto:cordad@cord.edu) are preferred, although CD, photo-ready 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