



EST. 1935

### National Rate Card 2009 – 2010

*The Cowl* has been the official student newspaper at Providence College since 1935. Each week, *The Cowl* contains news, arts and entertainment, commentary, world events, featured writers, and sports. Not only do over 3,800 students read the weekly publication, *The Cowl*, is also circulated to staff, professors, alumni, and friends of Providence College. Advertisers are guaranteed a rate base of 3,800 with approximately 3,700 copies going to readers on campus and in the surrounding Smith Hill community. The remaining issues are distributed to off-campus subscribers nationwide. With an average of two readers per copy, *The Cowl* offers a unique opportunity for advertisers to get their message to over 4,000 students and faculty in the Providence area. For those trying to reach a college audience, advertising in *The Cowl* is the perfect option.

#### Display Advertising Rates

#### Size Data

<i>Size</i>	<i>Price</i>	<i>Frequency Discount (15%)</i>	<i>5% Prepay Discount</i>	<i>Size</i>	<i>Columns</i>	<i>Height</i>	<i>Size</i>	<i>Column</i>	<i>Height</i>
				1/12 Hor.	2 Col	2.75"	1/3 Hor.	4 Col.	5.0"
1/12 Page	35.81	30.43	34.02	1/8 Hor	3 Col	2.5"	1/3 Ver.	2 Col.	10.5"
1/8 Page	51.08	43.42	48.52	1/8 Block	2 Col	3.75"	3/8 Block	3 Col.	7.75"
1/6 Page	71.48	60.76	67.91	1/6 Hor.	4 Col	2.75"	1/2 Hor.	4 Col.	7.75"
1/4 Page	105.59	89.75	100.31	1/6 Block	2 Col	5.25"	1/2 Ver.	2 Col.	15.5"
1/3 Page	136.25	115.78	129.44	1/4 Hor.	3 Col	5.0"	2/3 Pg.	4 Col.	10.0"
3/8 Page	158.42	134.66	150.52	1/4 Ver.	1 Col	15.5"	3/4 Pg.	3 Col.	15.5"
1/2 Page	211.17	179.49	200.60	1/4 Block	2 Col	7.75"	Full Pg.	4 Col.	15.5"
2/3 Page	272.51	243.20	258.88	1/4 Stretch	4 Col	3.75"			
3/4 Page	316.75	310.40	300.92						
Full Page	422.31	358.97	401.27						
Inserts Per 1000	185.81	--							
Classified Ad	12.40	--							
Display Classified	6.78/col.								

#### Column Widths

1 Col.	2.25"	3 Col.	7.0"
2 Col.	4.5"	4 Col.	9.25"

#### Terms and Conditions

The space reservation deadline is the Friday *before* the issue is published, and all artwork and copy must be received by the Monday before the issue is published. All ads must be camera ready and sized to fit. Sizes and prices are non-negotiable and are based on an approximate rate of \$6.15 per column/ inch. Add \$115 per color to total for color ads. Ads may be submitted via hard copy or email in a .jpg .tiff, or .pdf format. If an ad is submitted via email, please fax or call *The Cowl* to ensure the ad was successfully received. *The Cowl* cannot accept credit cards as forms of payment; all ads must be paid for with a check made out to *The Cowl*. Advertisers may receive a 15% frequency discount on any ad they agree to run three or more times in one semester, or a 5% discount on prepaid ads. If an ad is both prepaid and is to run three times in one semester, the larger 15% discount will be applied. To receive either the 5% prepay discount or the 15% frequency discount, the advertiser **MUST** complete and submit an applicable contract (prepayment or frequency), available from *The Cowl*. Checks must be postmarked by the Friday before the issue is published to receive the prepayment discount.

