



The Students' Association

The Students' Association of Red Deer College was created by students for students. It provides a wide variety of services, from advocacy to a used bookstore, to the students it serves. The businesses the Students' Association runs — the Far Side Bar & Grill, the Lift, the SA used bookstore, the Student Handbook — help offset the costs of providing these services.



Our mission — The Students' Association of Red Deer College will enrich and enhance the quality of student life at Red Deer College by providing affordable and quality services, effective political representation and exciting opportunities for its members.

Advertising Rates 2017-2018

Why student-targeted publications...

Youth and post-secondary students make up an important and desirable part of the consumer market. In fact, most post-secondary students fall into the important 18-29 age bracket.

Why SARDC student publications...

SARDC publications are different from many other student-targeted publications. The difference? SARDC is run by and for students. Money generated through SARDC publications — the Student Handbook and the student newspaper — directly helps support student services and initiatives.

Students' Association of Red Deer College

100 College Boulevard, Red Deer, AB • T4N 5H5
phone 403-356-4969 • fax 403-347-8510 • email brickers@telus.net

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Viewpoints

Viewpoints is distributed once a month and covers the news and events which affect the RDC community. There are over 6,000 students on campus plus 500 faculty and staff.

Advertising Rates * ...			Publishing Schedule ...	
Ad size	Dimensions (widthxheight)	Cost	Distribution Date	Deadline
classified	text only	\$10	September 4	August 24
1/8 page	3 5/8 x 2 1/2	\$50	October 2	September 21
	7 1/2 x 1 1/4	\$50	November 6	October 26
1/4 page	3 5/8 x 5	\$75	December 4	November 23
	7 1/2 x 2 1/2	\$75	January 8	December 21
half page	3 5/8 x 9 7/8	\$125	February 5	January 25
	7 1/2 x 5	\$125	March 5	February 22
full page	8 x 10	\$225	April 3	March 22

Students' Association News

The Students' Association News is distributed three times a year and focuses on the Students' Association, its activities and issues facing students at RDC and in post-secondary in general.

Advertising Rates * ...		Publishing Schedule ...	
Ad size	Cost	Distribution Date	Deadline
1/8 page	\$50	July 14	June 14
1/4 page	\$75	October 16	September 28
half page	\$125	February 15	February 1
full page	\$225		

Advertising Rates Information*

Publication Dimensions: 8 1/2 by 11 Image area 7.5 in. w by 9.88 in. h

Display Advertising: Both publications accept display advertising. Prices include all artwork and design services. Ads may be supplied in camera-ready form at actual size for the same rate.

Classified Advertising: Viewpoints accepts classified advertising. Classifieds are free of charge for all current RDC students and employees. Business-related classifieds excluded.

Position: We do not guarantee placement. We will endeavor to satisfy positioning requests.

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Student Handbook 2017-2018

The SARDC Student Handbook is provided free of charge to all RDC students. It fuses important college information on policies, services and opportunities with a day planner. In addition, it contains valuable information about products and services offered by Red Deer and area businesses, including yours.

Rates ...			
Ad size	Details	Dimensions	Cost
Text insert	one line	text only	\$25
Calendar insert	horizontal	2 1/4 x 3/8	\$60
1/8 page	horizontal	4 3/4 x 1	\$255
	vertical	2 1/4 x 2	\$255
1/4 page	horizontal	4 3/4 x 2	\$450
	vertical	2 1/4 x 3 7/8	\$450
'Deals' Section	horizontal	4 3/4 x 2 1/2	\$460
1/2 page	inside cover/divider	4 3/4 x 3 7/8	\$775
	within book	4 3/4 x 3 7/8	\$735
Full page	inside cover/divider	4 3/4 x 8	\$1,395
	within book	4 3/4 x 8	\$1,300
Back cover	vertical	5 1/2 x 8 1/2	\$1,775

Spot colour: Additional 15% will be added for spot colour (excluding back cover). Only Reflex Blue is available.

Full colour: Available in selected locations: including divider & coupon pages for an additional 25%.

Back cover: First-come, first-serve basis: Advertiser supplies ad, camera-ready, to our printer's specifications prior to the ad deadline. Ad can incorporate process/full colour and include photos. Cost is for space only.

Content of all ads must be appropriate to the college community, in the judgement of the Publications Manager.

Booking deadline: Friday, May 19

All ad material and instructions must be received by Friday, June 2

Book your space today!

Anne Cooper, Media & Communications Manager

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