



# *Advertising Rates 2016-2017*

## ***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.

# 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.

## 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 \* ...

Ad size	Dimensions (widthxheight)	Cost
classified	text only	\$10
1/8 page	3 5/8 x 2 1/2	\$50
	7 1/2 x 1 1/4	\$50
1/4 page	3 5/8 x 5	\$75
	7 1/2 x 2 1/2	\$75
half page	3 5/8 x 9 7/8	\$125
	7 1/2 x 5	\$125
full page	8 x 10	\$225

### Publishing Schedule ...

Distribution Date	Deadline
September 5	August 25
October 3	September 22
November 7	October 27
December 5	November 24
January 9	December 22
February 6	January 26
March 6	February 23
April 3	March 23

## 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 \* ...

Ad size	Cost
1/8 page	\$50
1/4 page	\$75
half page	\$125
full page	\$225

### Publishing Schedule ...

Distribution Date	Deadline
July 15	June 15
October 14	September 30
February 15	February 1

#### 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 a client's positioning request.

## Students' Association of Red Deer College

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