



The Torch

LANE COMMUNITY COLLEGE STUDENT NEWSPAPER

2008-2009 Advertising Rate Card

Lane Community College
 Building 18, Room 218
 4000 East 30th Avenue
 Eugene, OR 97405

Ad Manager: James Kennedy
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www.lanecc.edu/torch

Display Ad Rates

Cost Per
Column Inch

LCC programs receiving student activity fees \$4.00
 LCC departments and student organizations \$6.00
 Lane County organizations and all nonprofits \$8.00
 Oregon businesses outside Lane County \$9.50
 Businesses outside Oregon \$10.50
 Pre-paid insertion orders 5% discount

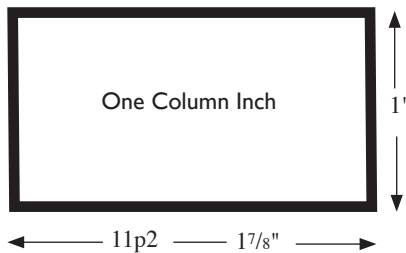
1/4 page ad (4 7/8" x 7") \$165
 1/2 page ad (5 columns x 7") \$275
 Full page ad (5 columns x 15") \$550

Color Rates

Spot color (plus black) \$100 per color
 Full color \$400

Production Specifications

Ads are built in increments of one column inch. One column inch is 11p2 or 1 7/8 inch wide by 1 inch high (as illustrated below). Gutters are 1 pica or 1/8". The Torch is produced in tabloid page format: 5 columns wide by 15 inches tall for a total of 75 column inches. Our 2 column width is 23p4 (3 7/8"), 3 column width is 35p6 (5 7/8"), 4 column width is 48p (8"), and 5 column width is 60p2 (10"). Basic ad design is free of charge. Pre-designed ads are preferred and accepted electronically via e-mail or on CD in PDF format. If unable to submit electronically, send or deliver a paper copy to The Torch advertising office.



Classified Ads

Classified ads are 25 cents per word. LCC staff and students can place classified ads free of charge up to 20 words (additional words are 25 cents), and their college identification number (L number) is requested for verification purposes only. The preferred format for submission is electronically as text in an e-mail or as a Microsoft Word document sent to torch@lanecc.edu, or send a paper copy to our mailing address above.

The Torch 2008-09 Publication Schedule

FALL Term

September

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November/December

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

WINTER Term

January

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SPRING Term

April

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Deadlines for Ads

The deadline to reserve space for an ad is Thursday by 5 p.m. one week prior to the Thursday publication date. Ads must be received no later than Monday at noon.

Inserts

Per 1,000 \$80
 The Torch has a print production of 4,000 newspapers per run.

About Our Readers

The Torch is read annually by more than 60,000 students, staff and surrounding community members in the Eugene/Springfield area. The average age of LCC's 17,000 credit students is 34, and 55% are women and 45% are men. Many of our students are raising families, and the majority plan to transfer to a four-year institution when they complete their studies at Lane.