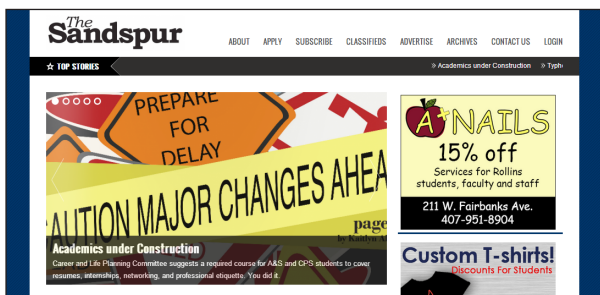


## ONLINE & SPECIAL OFFERS



thesandspur.org: \$25 per month

- 300 x 250px sidebar ad
- Appears in rotation on right sidebar and receives 3K views/mon during semester, per StatCounter.com



Weekly Digest Email: \$30 per appearance

- Message contains 300 x 250px image and 100 words
- Sent to over 3500 addresses comprising Rollins students, faculty, and staff



Local Ad Square: \$10 per appearance

- 2.5" x 2.5" b/w square
- Your low-cost opportunity to share your message

## ADVERTISING POLICIES

*The Sandspur* reserves the right to:

- Reject advertising that is considered objectionable.
- Print "Advertisement" above any advertisement that closely resembles editorial content.
- Make every effort to accommodate ad position requests. However, position cannot be guaranteed.
- Not be liable for errors in advertisements, but if at fault, will compensate with additional advertising. It is the advertiser's responsibility to make claims for adjustments to ads two business days before printing.

Please visit [thesandspur.org/advertising](http://thesandspur.org/advertising) for a complete list of policies.

## AD SUBMISSION

*The Sandspur* must receive an ad insertion order **ten days prior to publication** and receive a digital copy of the ad **five business days prior** to the intended day of publication.

We prefer your ad be in PDF or TIFF form (we will assist if needed) and must be emailed to [advertising@thesandspur.org](mailto:advertising@thesandspur.org)

## AD PAYMENTS

Payment is due **five business days prior** to the ad's printing or appearance online. Late payment will result in ads held over until the following issue.

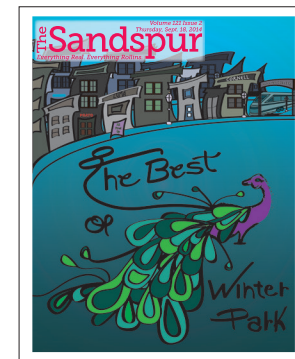
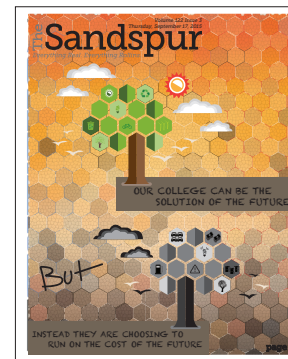
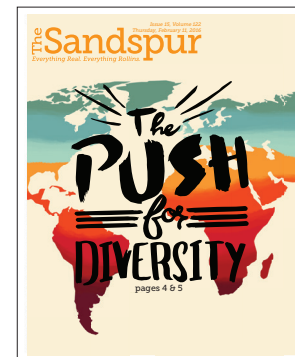
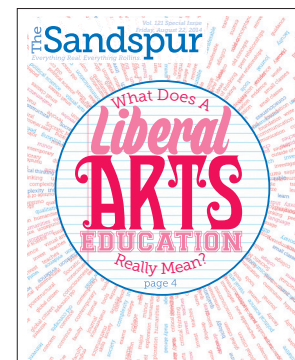
Cash, Check, and Visa/MC are accepted. Checks must be made payable to **Rollins College** and mailed to:

The Sandspur  
1000 Holt Ave #2742  
Winter Park, FL 32789

(407) 646-2696 [advertising@thesandspur.org](mailto:advertising@thesandspur.org)

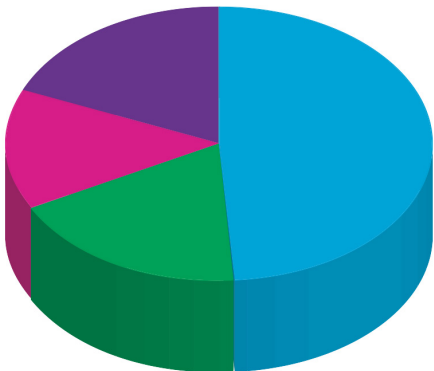
# The Sandspur

Everything Real. Everything Rollins.



Advertising Rate Card  
2016-2017

## 3995 Rollins Community Members



- **1,948** Undergraduate students in Arts & Sciences and the College of Professional Studies
- **739** Undergraduate students in the Hamilton Holt School's evening program
- **735** Faculty/Staff members
- **573** Graduate students in Hamilton Holt School and Crummer Graduate School of Business
- Hundreds of prospective students, parents, alumni, and local residents visiting to see performances, lectures, recitals, art exhibits, etc.
- 1,000 copies published per issue, distributed on campus and in business on Park Ave. in Winter Park

*Statistics from Rollins College Fact Book 2015-2016*

August	18 ( <i>Orientation Issue</i> )		
September	1, 8, 15, 22, 29		
October	6, 20, 27	February	2, 9, 16, 23
November	3, 10, 17	March	2, 9, 23, 30
December	1	April	6, 13, 20, 27

*What are some ways to make the most of an ad?*

- Announcing a special offer
- Promoting a Rollins R-Card discount
- Designing your ad into a coupon track sales from Rollins community members

## 2016-2017

Ad size	Col.	x	Ht.	=	Campus	Local	National
<b>Full Page</b>	5	x	13"	=	\$423	\$504	\$861
<i>B/W</i>	5	x	13"		\$293	\$374	\$731
<b>½ Page</b>	5	x	6.5"	=	\$211	\$252	\$431
<i>B/W</i>	5	x	6.5"		\$146	\$187	\$366
<b>¼ Page</b>	2	x	4"	=	\$86	\$96	\$140
<i>B/W</i>	2	x	4"		\$36	\$46	\$90

**Use the following formula to calculate custom size costs:**

COLUMNS (2" each)	INCHES (height)	COLUMN INCHES	RATE (w/ color?)	SPACE COST

<i>Advertising rates per column inch</i>	B/W	*Color
Campus org. and college dept. rate:	\$4.50	\$6.50
Local Business rate (Central Florida):	\$5.75	\$7.75
National business rate:	\$11.25	\$13.25

*\*Use color rates for ads exceeding 25 column inches in size. Color ads less than or equal to 25 column inches use the B/W rate and add a flat fee of \$50*

Bulk discounts include:

4-6 issues: 10% • 7-9 issues: 15% • 10+ issues: 20%

Post-it advertising is placed on the front page, and inserts are placed inside the front cover. The cost per 1,000 pre-printed post-its/inserts is \$235. **Inserts must be between 5" x 7" and 10" x 13.5" and received three days prior to publication at:**

Florida Sun Printing  
54024 Cravey Rd  
Callahan, FL 32011

[illegible]

A: \$310 B: \$173 C: \$79 D: \$85 E: \$69 F: \$17  
\*Prices based on Local Business rates for single issues