

THE PIONEER LOG

Lewis & Clark College's Student-Run Newspaper

FALL	2011
SPRING	2012

ADVERTISING & MEDIA KIT

e: ads@piolog.com

p: 503.768.4016

i: www.piolog.com

THE PIONEER LOG

ABOUT US

The Pioneer Log is Lewis & Clark College's student run newspaper, staffing over 32 students and representing the institution's three campuses: the College of Arts and Sciences, Graduate School of Education and Counseling, and Law School.

1500 copies of the newspaper's print edition are distributed around campus every Friday.

The website updates frequently with blog, photo and video updates of campus news and culture.

16 pages, 1 website

6 sections

once a week

over 2000 students, faculty, staff, alumni, family and community members reached.

p: 503-768-7146 e: ads.piolog@gmail.com i: www.piolog.com

ADVERTISING REPRESENTATIVES

Lindsey Bosse

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Tracy Marvin

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Annie Bourke

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Chris Graham

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DEADLINES & ART WORK SUBMISSION

Notification for space

One week before publication date

Materials for ad design

Monday before publication date

(If you do not have an ad, we will make one for you)

Finished ads

Tuesday before publication

Ad/material format: .psd, .pdf, .jpg, .eps, .gif, .tif

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PUBLICATION SCHEDULE

AUGUST 2011							SEPTEMBER 2011							OCTOBER 2011						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6					1	2	3	2	3	4	5	6	7	8
7	8	9	10	11	12	13	4	5	6	7	8	9	10	9	10	11	12	13	14	15
14	15	16	17	18	19	20	11	12	13	14	15	16	17	16	17	18	19	20	21	22
21	22	23	24	25	26	27	18	19	20	21	22	23	24	23	24	25	26	27	28	29
28	29	30	31				25	26	27	28	29	30		30	31					

NOVEMBER 2011							DECEMBER 2011							* SPECIAL EDITION* New Student Orientation Issue 8/24
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
		1	2	3	4	5					1	2	3	
6	7	8	9	10	11	12	4	5	6	7	8	9	10	
13	14	15	16	17	18	19	11	12	13	14	15	16	17	
20	21	22	23	24	25	26	18	19	20	21	22	23	24	
27	28	29	30				25	26	27	28	29	30	31	

SPRING 2012

JANUARY 2012							FEBRUARY 2012							MARCH 2012						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4					1	2	3
8	9	10	11	12	13	14	5	6	7	8	9	10	11	4	5	6	7	8	9	10
15	16	17	18	19	20	21	12	13	14	15	16	17	18	11	12	13	14	15	16	17
22	23	24	25	26	27	28	19	20	21	22	23	24	25	18	19	20	21	22	23	24
29	30	31					26	27	28	29				25	26	27	28	29	30	31

APRIL 2012						
S	M	T	W	T	F	S
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					

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ADVERTISING RATES

Size	Outside & Local	On-Campus Organizations	Student Groups
10"x16"	\$380	\$350	\$300
10"x12"	\$350	\$325	\$288
10"x10.5"	\$300	\$275	\$240
10"x8"	\$220	\$200	\$150
5"x16"	\$220	\$200	\$150
10"x6"	\$180	\$150	\$100
10"x4"	\$145	\$125	\$95
5"x8"	\$145	\$125	\$95
5"x4"	\$120	\$95	\$75
3.5"x3"	\$65	\$70	\$50
3.5"x2"	\$35	\$30	\$20

PAYMENT & DISCOUNTS

The Pioneer Log will invoice ads within the week after the ad has run. Invoices need to be paid within 30 days of being issued. A 15% discount is given to any ad that runs three times and will receive a 25% discount for five runs.

CLASSIFIED AD RATES

Classifieds can be emailed to ads.piolog@gmail.com, or sent via the website, www.piolog.com, or mailed to The Pioneer Log exactly as you would like it printed in the newspaper. Classified ads are \$9 a day for up to 55 words, and \$.15 per word after (excluding a & the).

ONLINE ADVERTISING

All advertisers will be offered advertising space online, that will run the entirety that the ad runs in print, plus one week. Ads will either be a 200x200 pica column ad or 200x500 pica column ad.

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ADVERTISING AGREEMENT

NAME _____

COMPANY _____

PHONE M. _____ W. _____

EMAIL _____

AD SIZE _____ PRICE _____ DISCOUNT _____%

ARTWORK SUBMITTED BY:

EMAIL MAIL MADE BY PIOLOG IN PERSON

DATE(S) TO BE PUBLISHED _____

METHOD OF PAYMENT: CREDIT CARD CHECK CASH

CREDIT CARD INFORMATION:

CARD TYPE _____ NUMBER _____

EXPIRATION DATE _____ CVV CODE _____

TOTAL PRICE _____ DUE DATE _____

ADVERTISER _____ PIOLOG _____

SIGNATURE

SIGNATURE

DATE _____ DATE _____

FOR USE BY PIOLOG ONLY

1ST DATE RAN _____ LAST DATE RAN _____ INVOICE SENT _____