

# The Carletonian/Carl

## ABOUT OUR PUBLICATION

Founded in 1877, The Carletonian is Carleton College's award-winning student run newspaper.

The Carletonian is comprised of two parts: a weekly newspaper and a biweekly arts and culture magazine supplement, the Carl. The newspaper section runs on a six-column broadsheet page and covers news, sports, features, and opinion articles written by the Carleton community. The Carl is a tabloid-sized magazine featuring art, music, film, and cultural events.

Over 2,500 copies of The Carletonian and Carl are distributed to students, parents, alumni, staff, faculty, and members of the Northfield community.

The Carletonian is currently accepting advertising contracts for the 2009-2010 academic year. For questions regarding advertising please contact our Business Manager at (608) 772-6251 or email us at [carletonian@carleton.edu](mailto:carletonian@carleton.edu).

## QUICK FACTS ABOUT CARLETON AND THE CARLETONIAN

Carleton is located in Northfield, MN- 45 minutes south of Twin Cities.

Carleton is currently ranked as the fifth best liberal arts college in the nation by US News & World Report.

Students hail from all over the nation and 29 countries.

The Carletonian's circulation is over 2,500. This includes nearly 1,800 students, faculty and staff, over 400 mailed subscriptions, and 300 copies distributed throughout Northfield, MN.

For more information, see our website: [www.carletonian.org](http://www.carletonian.org).

## PRICES AND CONTRACTS

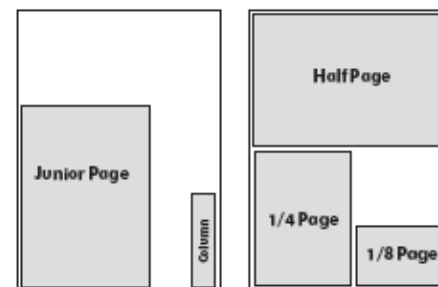
The Carletonian offers the following discounts for signing contracts for 4, 8, 12, or 24 runs. Additionally, payment in the form of trade is negotiable.

Newspaper	24x	12x	8x	4x	1x
Full Page	\$7,000	\$4,250	\$3,000	\$1,750	\$500
Back Page	6500	3500	2750	1500	400
Half Page	4000	2700	1800	1000	300
Junior Page	3700	2500	1700	900	250
1/4 Page	2000	1350	900	500	150
1/8 Page	1000	675	450	250	75
Inserts (Multi Page)	8000	5000	3500	2000	600
Inserts (Single Page)	2000	1200	800	500	150

*Custom Ads: \$5 per column-inch, minimum \$25*

## AD SIZES AND MEASUREMENTS

### The Carletonian (Broadsheet size)



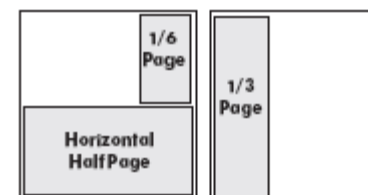
Full Page	10 3/8" x 20 1/2"
Half Page	10 3/8" x 10 1/4"
Junior Page	6.556" x 12 3/4"
1/4 Page	5 3/16" x 10 1/4"
1/8 Page	5 3/16" x 5 1/8"
Column	1.639" x 5.125"

## 2009-2010 PUBLICATION DATES

The Carletonian and the Carl are distributed on Fridays. (\* indicates when the Carl supplement is included)

Fall 2009	Winter 2010	Spring 2010
September 25*	January 15*	April 2*
October 2	January 22	April 9
October 9*	January 29*	April 16*
October 16	February 5	April 23
October 23*	February 12*	April 30*
October 30	February 19	May 7
November 6*	February 26*	May 14*
November 13	March 5	May 21

### Carl Magazine (Tabloid size)



Full Page	10.775" x 12.9"
Horizontal Half Page	10.775" x 6.45"
1/3 Page	3.42" x 12.9"
1/6 Page	3.425" x 6.45"

## **SUBMITTING AN ADVERTISEMENT**

Please send us your advertisement as an Adobe Acrobat PDF file on a Zip disk or via e-mail to [carletonian@carleton.edu](mailto:carletonian@carleton.edu). We can also accept ads on a camera-ready page.

## **DESIGN SERVICES**

If you would like the Carletonian to design your advertisement, we charge a production fee of 25% of the ad price. The 25% fee will also apply in the event that major modifications need to be made to electronically submitted ads.

## **SPACE RESERVATIONS & DEADLINES**

The Carletonian requests that space reservations be made one week in advance of the ad deadline. All advertisements for the newspaper section are due the Tuesday prior to the publication date. All advertisements for the Carl are due the Monday before the publication date.

## **PAYMENT**

Invoices are sent on a weekly basis, and payment is due as marked on the invoice. Payment is accepted in check form only, and should be made payable to The Carletonian. Please send checks to:

The Carletonian  
Attn: Business Manager  
One North College Street  
Northfield, MN 55057

The Carletonian  
Advertising Department  
One North College Street  
Northfield, MN 55057

# The Carletonian

*Carleton College's student newspaper since 1877.*

## **Advertising**

2009-2010

Rates, sizes, policies  
and submission guidelines

One North College Street  
Northfield, MN 55057  
608.772.6251