

The
Commuter
FCC STUDENT NEWS

Dear Prospective Client,

Please consider advertising with *The Commuter*, a student produced publication at Frederick Community College that serves a readership of more than 6,000 student, faculty and staff.

The *Commuter* publishes online and print editions, and maintains a social media presence through Facebook and Twitter.

We are continually updating *The Commuter* - <http://www.thecommuter.org> website with stories, photos, and other content. We accept advertising for the digital edition throughout the year.

Deadline for our December 3, 2018 print edition is November 13th, 2018 at 5:00pm.

Advertising rates and a commitment form are included in this packet. The *Commuter's* advisor, Professor Mary Ellen Hackett (MHackett@frederick.edu) serves as the newspaper's advertising contact. Should you commit to purchasing an ad, she will contact you directly using the email address provided.

Thank you for considering *The Commuter* for your advertising needs.

Sincerely,

The *Commuter* Staff

OUR AUDIENCE

FALL 2017 STUDENT ENROLLMENT

6,252

STUDENT AGES

18 - 29

63%

30 - 59

30%

FREDERICK COUNTY RESIDENTS

92.3%

FEMALE / MALE STUDENTS

55.8% / 44.2%



Frederick Community College

7932 Opossumtown Pike Frederick, MD 21702

www.thecommuter.org



PRINT Ad - Sizes and Prices

COLOR	PRICE:	BLACK & WHITE	PRICE:
Quarter Page, Inside ONLY 4.5" x 5.25" image area	\$90	Quarter Page, Inside ONLY 4.5" x 5.25" image area	\$55
Half Page, Inside 9.5" x 5.25" image area	\$180	Half Page, Inside 9.5" x 5.25" image area	\$105
Half Back Page 9.5" x 5.25" image area	\$230	Half Back Page 9.5" x 5.25" image area	\$155
Full Page, Inside 9.5" x 11" image area	\$355	Full Page, Inside 9.5" x 11" image area	\$205
Full Back Page 9.5" x 11" image area	\$455	Full Back Page 9.5" x 11" image area	\$305

ONLINE Ad - Sizes and Prices

ONLINE
300 X 250

\$205.00 per semester
\$110.00 after mid semester

ONLINE
300 X 600

\$405.00 per semester
\$210.00 after mid semester



Advertising Commitment Form for Staff Records

Contact Name: _____

Contact Email: _____

Contact Cell Phone: _____

Please indicate choice of ad size, issue date(s) and total cost to advertiser:

Contact Signature: _____

Reminder: Advertisements must be emailed to MHackett@frederick.edu, and ads must be received by their specified deadline. You will receive an email reminder of upcoming deadlines after completing this form. You will be billed for your advertisement after its publication. Advertisers purchasing ads in multiple issues will receive one bill after all advertisements have been published.

Thank you for your business.