



The Record

ADVERTISING INFORMATION

Thank you for your interest in advertising with The Record. We value your support and look forward to working with you in the future to come. Below, you will find information regarding The Record and its advertising program. If you are to have any questions regarding anything you see here, please contact us at RECORDAD@CSBSJU.EDU or by calling us at **(320) 363-2540**.

Advertising Contact Information

Abby Gauer

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ABOUT US

The Record

The Record is the student weekly of the College of St. Benedict and St. John's University (CSBSJU). Founded in 1888, The Record continues to represent the student body while delivering a wide variety of news throughout the year. This past year, The Record was awarded 3rd in the state and 7th in the nation for Best Four-Year Weekly Publication.

Small School, Large Community

Although CSB/SJU is considered a small Catholic institution, we have over 4,000 students, over 1,000 employees, and house one of the largest Benedictine monasteries in the world. This still doesn't consider our strong support and readership of our alumni/alumnae, friends, families, and business owners.

Affordable is Our Motto

Throughout the economic turmoil the last few years, The Record has remained unchanged when it comes to pricing. We have, by far, the cheapest advertising plan around. In fact, we haven't raised our prices since 2000 – we've actually made things cheaper. The Record wishes to give our clients the best experience possible at the best rate possible.

Your Ad Could Help the Environment

The Record is joining up with CSB/SJU in an effort to utilize and promote sustainability. Already printed using soy-based inks and recycled paper, The Record is taking things to the next level. We are partnering up with the St. John's Arboretum (a land restoration project covering 2,700 acres) to make your ad sustainable. Read further for more information.

Display Rates

\$4.00 (per column inch)

There are 5 columns in the current Record design. To determine the price, take number of columns times the number of inches tall and that is the price (color is a separate charge). Otherwise, use our prebuilt sizes!

COLUMN WIDTHS

1 column	1.86 inches
2 columns	3.9 inches
3 columns	5.9 inches
4 columns	7.9 inches
5 columns	10 inches

	Size	Prepaid Price	Regular Price
Eight Page	3c x 5 in.	\$22.00	\$25.00
Fourth Page	3c x 10 in.	\$90.00	\$100.00
Half Page	5c x 10 in.	\$180.00	\$200.00
Full Page	5c x 20 in.	\$360.00	\$400.00

Color

Did you know that full color ads are nearly 30% more effective than black and white ads? We do – which is why we give you multiple choices when it comes to color.



Black & White
Free



Spot Color
\$25.00



Full Color
\$50.00

Classified Ads

\$10.00+

Classifieds are the quickest way to spread your message without worrying about ad size or color. \$10.00 for the first 25 words and an additional \$0.10 for each additional word following. A pay-till-it-sells option is available for an additional \$20.00. **PREPAYMENT IS REQUIRED.**

Advertising Design

Free

Need help designing an ad? The Record would be glad to help you at no charge at all. Our graphic designers are eager to help you promote your business.

Eco Ad

\$10.00+

Your donation of \$10+ will be given to the St. John's Arboretum, whose mission is to foster the Benedictine tradition of land stewardship, education, and environmental respect. Help The Record take another step towards land stewardship and sustainability by donating.

Web Advertisements

The more you advertise your company, the better the outcome. Why not take advantage of our multiple outlets and place your ad online.

Tip: Get both print and online ads to really spread the message

	Size (in pixels)	Price
Footer Banner	728 x 90	\$300/month
Medium Rectangle	300 x 250	\$200/month
Banner	468 x 60	\$100/month
Mobile Banner	300 x 75	\$75/month

A month constitutes as 30-days

Create a Package

The more ads you place, the more your product or business will stick with readers. The more ads you place, the better deal you'll get. We offer the following discounts to packaged ads:

PACKAGE DEALS

3 - 4 Ads	5%
5 - 6 Ads	10%
7+ Ads	15%

Publication Dates

We are happy to announce the publication dates for both the Fall 2011 and Spring 2012

Fall	Spring
Sept. 9, 16, 23, 30	Jan. 27
Oct. 7, 28	Feb. 3, 10, 17, 24
Nov. 4, 11, 18	Mar. 23, 30
Dec. 9, 16	Apr. 20, 27
	May 4

Submitting Your Ad

Submitting your ad couldn't be any easier! You can either submit it by means of emailing us directly at RECORDAD@CSBSJU.EDU or by going online to [HTTP://CSBSJURECORD.COM/ADVERTISE](http://CSBSJURECORD.COM/ADVERTISE)

DEADLINES

- ❖ Monday afternoon prior to publication
- ❖ Friday prior to publication for "Record Designed" ads

The Record only accepts the following document types: InDesign, Photoshop, Adobe PDF, JPEG & TIFF Images. Your ads should be sent in the exact size as requested with a recommended 300dpi image quality

General Contact Information



The Record
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St. Joseph, MN 56374

Phone: (320) 363-2540

Web: CSBSJURECORD.COM

Twitter: [@CSBSJURECORD](https://twitter.com/CSBSJURECORD)

Facebook: [FACEBOOK.COM/CSBSJURECORD](https://facebook.com/CSBSJURECORD)

Please consider the environment when discarding this packet