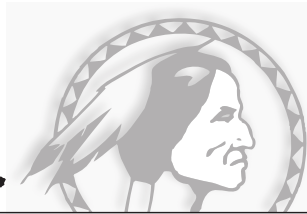


The Apache Pow Wow



Reach the TJC Community

The Apache Pow Wow, the student newspaper for Tyler Junior College, reaches an estimated 33,000 members of the TJC community every other week during the academic year. This includes students, faculty, staff, visitors and alumni.

TJC counts more than 12,000 credit student enrollments and more than 20,000 continuing education enrollments annually. Many of these students commute from surrounding communities to attend the college, and roughly 600 full-time students live on campus, just blocks from Tyler's medical district, Broadway Square Mall, movie theaters and various shopping centers.

Advertising in *The Apache Pow Wow* is the most cost-effective way to reach this niche market.

Publication Schedule

The Apache Pow Wow is published every other Friday during the academic year, except during final exams and holidays (see publication schedule below). Deadlines for advertisements are final.

Issue Date	Advertising Deadline	Deadline for Ad Materials
Feb. 15	Feb. 4	Feb. 8
Feb. 29	Feb. 18	Feb. 22
March 20	March 7	March 7
April 4	March 24	March 28
April 18	April 7	April 11
May 2	April 21	April 25

Ads cannot be cancelled after the ad deadline, and advertisers will be required to pay any associated fees.

See the back of this rate card for information about ad sizes and prices.

Advertising Submissions

The Apache Pow Wow accepts e-mailed, camera-ready ads. Advertisers are responsible for securing rights to any copyrighted material within their advertisement. *The Apache Pow Wow* reserves the right to refuse any advertisement for any reason.

PREFERRED SUBMISSION METHODS

- PDF (with all fonts and graphics embedded)
- EPS (with graphics embedded and fonts converted to outlines)
- TIFF (resolution 300dpi or higher)

Spring 2008 Advertising Rates and Information

About the Newspaper

Founded in 1927, *The Apache Pow Wow* is published by journalism students at Tyler Junior College.

2,000 bi-monthly circulation

Potential readers.....	33,000
Credit enrollment.....	12,000
Continuing ed	20,000
Full-time faculty.....	230
Part-time faculty.....	250
Staff	525

Contact Info

Phone 903-510-2299
Fax 903-510-3246
E-mail tjcnews@tjc.edu

Faculty Adviser:

Laura Jett Krantz
 Chair, Journalism Department
 Tyler Junior College
 903-510-2335

Mailing Address:

The Apache Pow Wow
 c/o Laura Krantz
 P.O. Box 9020
 Tyler, TX 75711

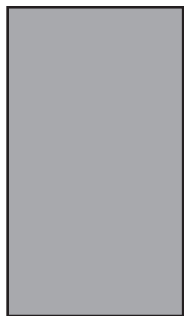
Advertising Rates and Sizes

RATES

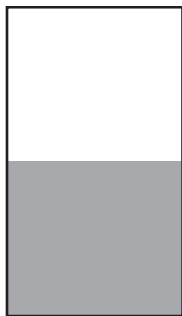
The local display advertising rate for *The Apache Pow Wow* is \$5 per column-inch. For example, a 2-column wide x 5-inch tall ad would be 10 column inches total and would cost \$50. Eligibility for local rate is subject to verification.

AD SIZE

Ad height is sized to the full inch only. Ad width is sized to the full column only. A column in *The Apache Pow Wow* is 10p9.5 (approx. 1.8 inches) wide. See the bottom of this page for column width.



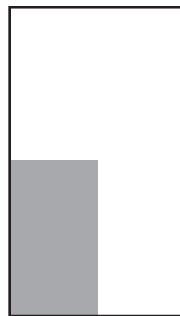
Full Page
6 columns x 21.5"
129 column inches
11.625" wide x 21.5" tall
\$645.00



Half Page
6 columns x 10"
60 column inches
11.625" wide x 10" tall
\$300.00



Quarter Page Square
4 columns x 8"
32 column inches
7.694" wide x 8" tall
\$160.00



Quarter Page Vertical
3 columns x 10"
30 column inches
5.729" wide x 10" tall
\$150.00



Postcard
Horizontal or Vertical
3 columns x 4"
or 2 columns x 6"
12 column inches
5.729" wide x 4" tall
or 3.764" wide x 6" tall
\$60.00

Additional sizing options are available. E-mail tjcnews@tjc.edu for more information.

Discounts and Additional Fees

DISCOUNTED RATES

A 10% discount on advertising is offered when an advertiser places the same ad in all six issues. To be eligible for this discount, a contract must be signed by the advertiser. If an advertiser pulls an advertisement before all six issues have been printed, the difference between the fee charged and the discounted fee will be due on ads that have already run.

COLOR ADS

Full-color printing is available on full-page ads at a rate of \$100. Full-color is available on other ad sizes at the rate of \$50. Color spaces are limited so advance reservation of space is strongly recommended.

AD DESIGN

The Apache Pow Wow staff offers advertising design at the rate of \$20 per ad. Any submitted ads requiring changes will also incur a \$20 charge.

Billing and Payments

One full copy of the paper is mailed with an invoice one business day after publication for all display advertising. Bills will be due upon receipt. Payments must be made by check to *The Apache Pow Wow*. On-campus departments and organizations may pay by interdepartmental transfer. A \$5 per day service fee will apply for bills that go unpaid for 30 days or more after publication. **All off-campus advertisers must pre-pay at the time of space reservation.**

ERRORS

The Apache Pow Wow accepts no responsibility for errors beyond the cost of the first insertion. It is the advertiser's responsibility to verify the accuracy of the ad copy. Prepress proofs of ads will be furnished once upon request.

COLUMN RULER Place your ad flush with the left edge and measure to the right. The Apache Pow Wow prints six columns wide.

1 COLUMN

2 COLUMNS

3 COLUMNS

4 COLUMNS