



# 2012-2013 ADVERTISING

*El Vaquero is printed offset on newsprint. Every advertisement will include basic typesetting support. Accommodations for complex typesettings are available at an additional cost.*

Ads may be any column height , but **MUST** conform to the following widths.

# of Columns	Required Widths
1	1.81 in.
2	3.875 in.
3	5.875 in.
4	7.94 in.
5	10 in.

## Rates per Issue B&W:

Per Column Inch

Per Full Page

Per Line Classified Ads

## Size (WxH)

1.81 in x 1 in

10 in x 12.5 in

Approx. 32 characters

Will vary according to type.

## Cost

\$12

\$600

\$2

## Four Color Rates :

Per Quarter Page

Per Half Page

Per Full Page

10 in x 3.12 in

10 in x 6.25 in

10 in x 12.5 in

\$250

\$400

\$800

## Inserts:

Per 1,000

\$350

Advertiser is responsible for delivering all inserts to our printing company:

American/ Foothill Publishing Co., Inc.  
10009 Commerce Ave,  
Tujunga, CA 91042  
(818) 352-7878

## Frequency Discount

run any ad in three or more consecutive issues and receive

Frequency discount cannot be applied to inserts.

**20% off**



Glendale's campus news since 1927  
[www.elvaq.com](http://www.elvaq.com)

### Publication Dates

Feb 29  
March 14  
April 4 Spring Break Issue  
April 25  
May 9  
May 23 Graduation Issue

### Advertising Due Dates

Feb. 22  
March 7  
March 28  
April 18  
May 2  
May 16

**Contact Advertising Representative:** Jeff Smith  
jsmith@glendale.edu  
818.240.1000 ext. 5493

**Method of payment:** Credit cards will not be accepted at this time.  
Please make checks payable to El Vaquero.  
Remit payment to: El Vaquero, Attn: Jeff Smith  
1500 N. Verdugo Road  
Glendale, CA 91208

*El Vaquero reserves the right to refuse any ad and the right to ask any advertiser to pay in advance. New advertisers must pay in advance. Positioning of ad space cannot be guaranteed.*

**El Vaquero Newspaper**  
1500 N. Verdugo Road  
Glendale, CA 91208

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