

# THE METROPOLITAN

Serving the Auraria Campus since 1979.

## On-Campus Advertising Information

### Why should on-campus departments, clubs, programs, or individuals advertise in *The Metropolitan*?

*The Metropolitan* is the longest-running, most frequently read publication on the Auraria Campus. For more than 30 years, it has continued to serve a diverse campus community with a total population of more than 47,000 students, faculty and staff. *The Metropolitan* is distributed weekly on Thursdays during the fall and spring semesters, and monthly during the summer semester.

### Do students read *The Metropolitan*?

Students on the Auraria Campus regularly look to *The Metropolitan* to keep informed about news, services and upcoming events. Readership surveys have shown that *The Metropolitan* is by far the most read student newspaper on the Auraria Campus.

### Why do I have to pay to advertise in *The Metropolitan*?

*The Metropolitan* is supported by the advertising revenue it generates. All of the expenses associated with producing the student newspaper, including student staff salaries and the printing of the newspaper, are directly related to the amount of revenue earned. Local and national advertisers pay almost twice the on-campus rate to advertise in *The Metropolitan*.

### Other Services

The advertising and production staff at *The Metropolitan* can assist with other advertising needs, including ad design (at no charge for on-campus advertisers), the development of a yearly plan, ideas for targeting promotions, and copies of advertisements for use as fliers or posters. For a fee, the staff can also assist with web site development and maintenance.

To reserve space in *The Metropolitan* or receive help developing an advertisement, an advertising campaign or a web site, call the Advertising Department from 8 a.m. to 5 p.m. at 303-556-2507 or come by our office in the Tivoli Student Union, Suite 313.



METROPOLITAN STATE  
COLLEGE of DENVER

### Dates of Publication

*The Metropolitan* is printed on Thursdays. The deadline for ad placement is Thursday at 3 p.m., one week prior to the date of publication.

#### Fall 2009

August						
Su	M	T	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

#### Spring 2010

January						
Su	M	T	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

#### September

Su	M	T	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

#### February

Su	M	T	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

#### October

Su	M	T	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

#### March

Su	M	T	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

#### November

Su	M	T	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

#### April

Su	M	T	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

#### December

Su	M	T	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

#### May

Su	M	T	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

#### Summer 2010 (tentative)

May 27 • June 24 • July 22

# 2009/2010 On-Campus Ad Rates

\*\$5.50 Per Column Inch

## Full Page

(A) 10" x 14"  
\$308.00

## 3/4 Page

(B) 7.5" x 10.5"  
\$173.25

## 1/2 Page

(C) 5" x 14"  
(D) 10" x 7"  
\$154.00

## 1/4 Page

(E) 10" x 3.5"  
(F) 2.5" x 14"  
(G) 5" x 7"  
\$77.00

## 1/8 Page

(H) 5" x 3.5"  
(I) 2.5" x 7"  
\$38.50

## 1/16 Page

(J) 2.5" x 3.5"  
\$19.25

## Color

Full Color  
\$300.00

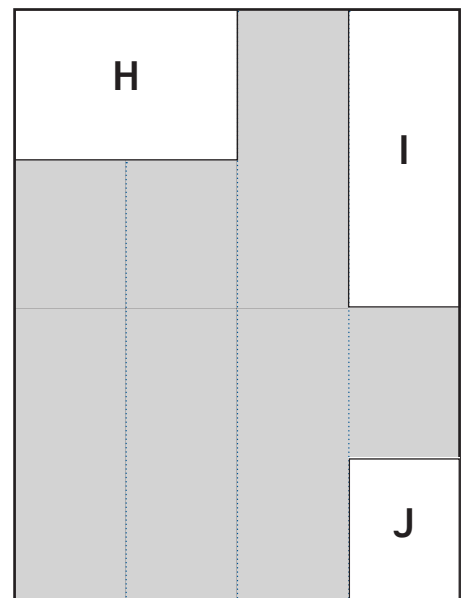
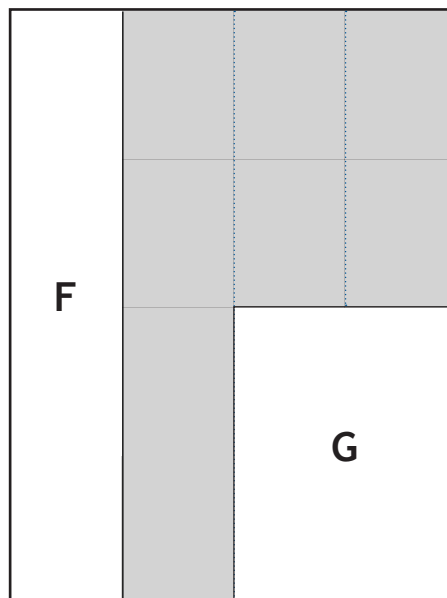
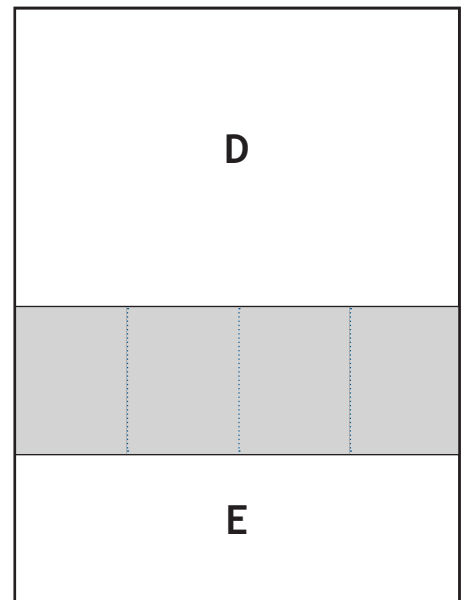
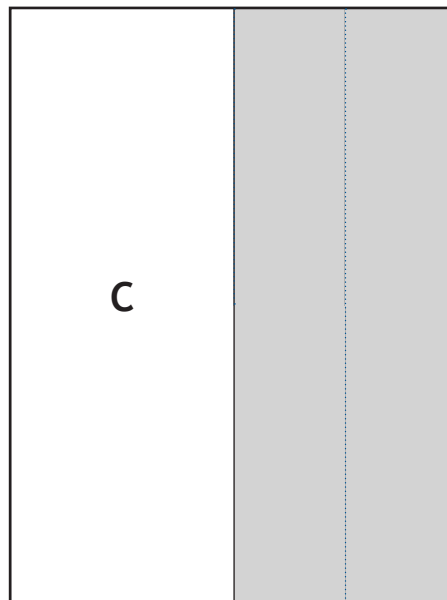
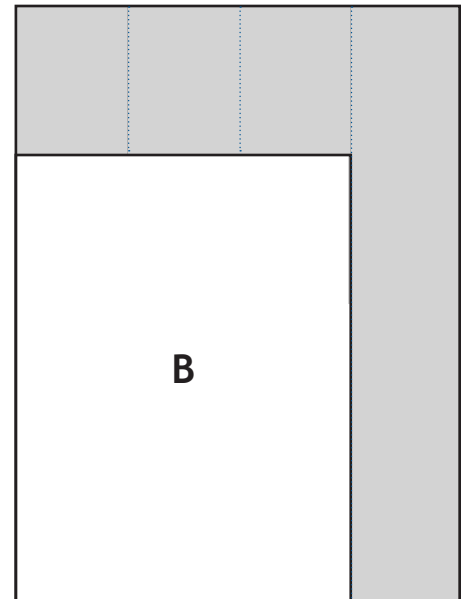
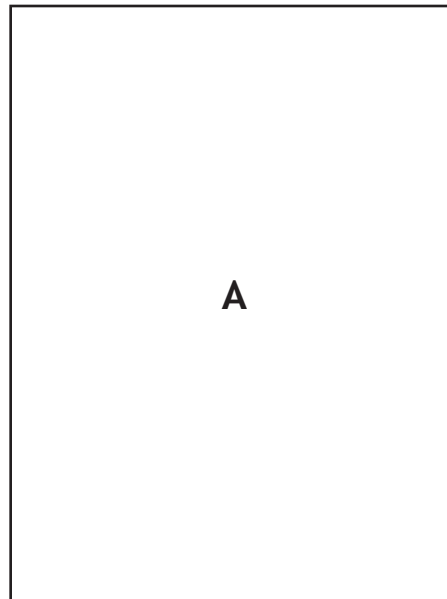
Spot Color  
\$100.00

*\*The On-Campus rate applies to all Metro State, UCD and CCD students, faculty, staff, clubs, departments, AHEC departments and staff, with a current Auraria Campus ID.*

## Classified Rates

30¢ per word  
15¢ per word for Metro State students

**Custom sizes are also available!**



For additional information regarding policies and/or procedures, please refer to the off-campus rate packet.