

# El Camino College Student Publications

## National Advertising Rate Card, fall 2018

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The *Union* will be published six times this semester by Journalism students with distribution across our large campus in Torrance, Calif. Our primary audience is the students, but we also have many avid readers in the faculty and staff.

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Ryan Guitare

### Take a look at our demographics!

*El Camino's student publications serve one of the nation's largest single-campus community college districts, with a student population that tops 24,000. We're located in a prime area of Los Angeles County and draw students from coastal and metropolitan communities. Approximately 75 percent of El Camino College students are employed, which means they have money to spend at your business.*

Racially, the El Camino College student population is highly diverse at approximately 52 percent Latino, 15 percent African American, 15 percent Asian/Filipino, 13 percent white and 5 percent other races.

By age, about 30 percent of students are 19 or under while 40 percent are 20-24. Students 25-39 make up about 22 percent of the population while those 40 and above are roughly 7 percent of the student body. Females make up 51.6 percent of the student body; males 48.4 percent. (Source: *El Camino College Facts and Figures*)

The *Union* newspaper and *Warrior Life* magazine are two of the nation's best college publications, and both have won numerous local, regional and national awards. This means that your advertisement will not only get local exposure, but regional and national exposure as well.

*Contact us: El Camino College Union Advertising Department,  
Hum-113, 16007 Crenshaw Blvd., Torrance, CA 90506  
Email: [elcounionads000@yahoo.com](mailto:elcounionads000@yahoo.com); phone 310-660-3329*

# Warrior Life

## magazine

*Warrior Life* is a full-color, glossy magazine published at the end of the spring semesters. It's a favorite with members of the El Camino campus community and has a six-month circulation period.

### WL rates and sizes

**1/8 page** = 3.79" x 2.46" price \$110

**1/4 page** = 3.79" x 5.08" price \$242

**1/2 page** = 7.75" x 5.05" price \$462

**Full page** = 8.5" x 11" + .25" bleed  
Price \$1,100

**Inside cover:** \$1,600

**Back cover:** \$1,350

**Color:** Add \$500 per ad

Rate based on \$22 per column inch

**Deadline:** March 1

Delivery: On campus the first week of May

# THE UNION

El Camino's student newspaper

### PRINT ad rates and sizes

**1/4 page vert.** = 5.92" by 10.75" = 31 column inches. Price \$341

**1/4 page horiz.** = 12" by 5.38" = 30 column inches. Price \$330

**1/2 page** = 12" by 10.75" = 61 column inches. Price \$671

**Full page** = 12" by 21.5" = 123 column inches. Price \$1,352

Newspaper rates based on \$11 per column inch

**COLOR:** Add \$225 for 1/4-page and 1/2-page ads

\$425 for full-page ads

### ONLINE ad rates and sizes

1720 x 90 banner – \$200 per month

300 x 200 side ad – \$125 per month

### Fall '18 print dates and deadlines

Issue 1 Thursday, **Sept. 20**

Friday, Sept. 14

Issue 2 Thursday, **Oct. 4**

Friday, Sept. 28

Issue 3 Thursday, **Oct. 18**

Friday, Oct. 12

Issue 4 Thursday, **Nov. 1**

Friday, Oct. 26

Issue 5 Thursday, **Nov. 15**

Friday, Nov. 9

Issue 6 Thursday, **Dec. 6**

Friday, Nov. 30