



**2004-2005
AD RATES**

THE MARKET

UNION PROFILE
807 Union Street
Schenectady, New York

STUDENT PROFILE

2,200 full-time undergraduates representing more than 900 secondary schools from 40 states and 20 other countries.

1700 students living on campus
500 students living off campus
200 graduate students
40% Greek students

FACULTY AND STAFF

200 faculty members

STUDENT EMPLOYMENT

800 work study students
Many others seek off-campus employment as well

DISTRIBUTION

Of the 2,000 copies of *Concordiensis* printed each week, more than 1,700 are distributed on campus. Over 200 copies are sent to parents and alumni through subscriptions.

Concordiensis is delivered to the Reamer Campus Center and Schaffer Library.

PROFILE

Name	CONCORDIENSIS
Nickname	CONCORDY
College	UNION COLLEGE
Newspaper Circulation	2,000 WEEKLY
Founded	1877
Page Size/Type	13.375IN X 22IN/NEWSPRINT
Average Page Count	20 PAGES
Color Capabilities	4 COLOR PROCESS
Campus Distribution Points	2

SUBMISSIONS

Order forms must be received by deadline dates. Advertisements can be received as a hard copy or Macintosh disk in PDF, QuarkXPress, Photoshop, Pagemaker or Word format. All order forms must have a paperclipped hardcopy attached. An invoice will be sent out the day of publication.

BOX 2577 UNION COLLEGE 807 UNION STREET SCHENECTADY, NEW YORK 12308

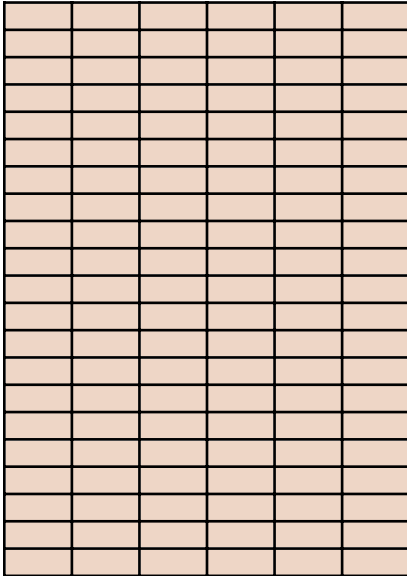
PHONE: 518.388.6155 FAX: 518.388.6494

E-MAIL: CONCORDY@UNION.EDU

ADVERTISING RATES PER COLUMN INCH

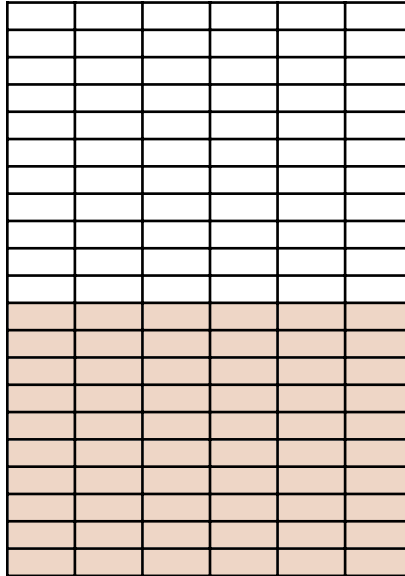
NATIONAL \$3 - LOCAL \$2.50 - UNION \$2 - CLUB \$1

FULL PAGE



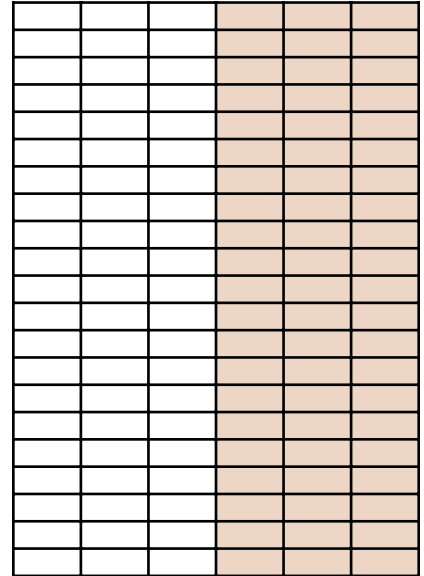
6 col x 21 in
(12 in x 21 in)
126 c.i.

1/2 PAGE HORZ.



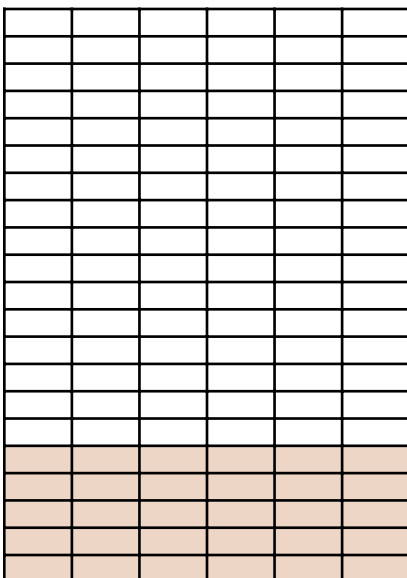
6 col x 10 in
(12 in x 10 in)
60 c.i.

1/2 PAGE VERT.



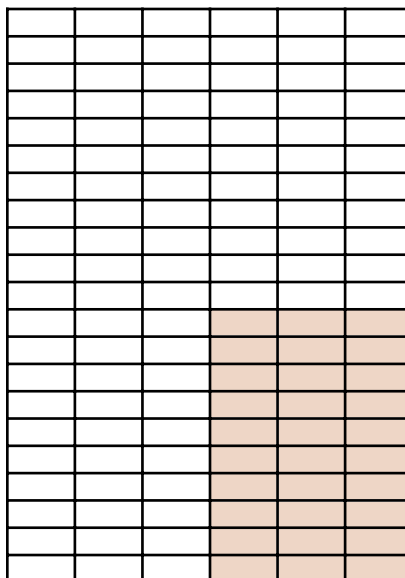
3 col x 21 in
(6 in x 21 in)
63 c.i.

1/4 PAGE HORZ.



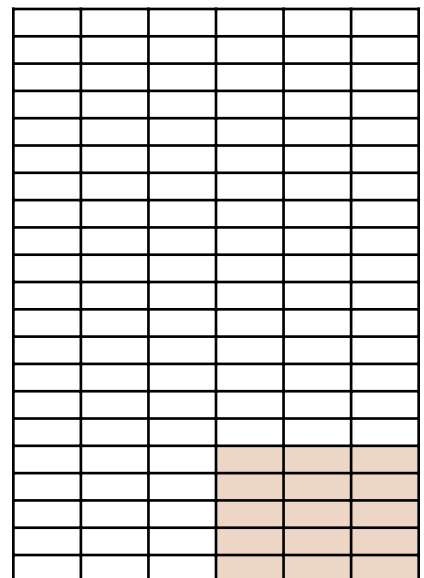
6 col x 5 in
(12 in x 5 in)
30 c.i.

1/4 PAGE VERT.



3 col x 10 in
(6 in x 10 in)
30 c.i.

1/8 PAGE



3 col x 5 in
(6 in x 5 in)
15 c.i.



Concordiensis

The Student Newspaper of Union College Since 1877

2004-2005 AD FORM

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ - _____

Contact: _____

Phone: _____ - _____ - _____

Fax: _____ - _____ - _____

E-mail: _____

For Office Use Only
Customer #:
Date Received:

Rate:	National	Local	Union	Club
Size:	1/8 Pg	1/4 Pg	1/2 Pg	Full Pg

Publication Dates

Fall Term:

- 1 September 16
- 2 September 23
- 3 September 30
- 4 October 7
- 5 October 14
- 6 October 21
- 7 October 28
- 8 November 4

Winter Term:

- 1 January 13
- 2 January 20
- 3 January 27
- 4 February 3
- 5 February 10
- 6 February 17
- 7 February 24
- 8 March 3

Spring Term:

- 1 April 7
- 2 April 14
- 3 April 21
- 4 April 28
- 5 May 5
- 6 May 12
- 7 May 19
- 8 May 26

***Please use a separate order form if mixing sizes

Description:

Order forms must be received by deadline dates. Advertisement must be received by **MONDAY at 12 p.m.** Advertisements can be received as hardcopy or IBM disk (Word, Photoshop, or Pagemaker format). All order forms must have a paperclipped hardcopy attached. An invoice will be sent out the day of publication.

Contact/Buyer: _____ Concordiensis Representative: _____

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