

# The Chimes

## Advertising Rate Sheet - 2007-2008

**The Chimes** is a 2,000-circulation newspaper published monthly during the academic year by students in the Journalism Department at Morrisville State College and distributed free of charge across campus and to businesses in the Morrisville community. All ad prices are for single-run display ads. No color or classified ads are accepted.

AD SIZE	COL. INCHES	DIMENSIONS	COST
1/8 page	10	3.75 inches (w) x 5 inches (h)	\$55
1/4 page	21	5.75 inches (w) x 6 inches (h)	\$90
1/2 page	37.5	10 inches (w) x 6.5 inches (h)	\$150
Full Page	75	10 inches (w) x 12.75 inches (h)	\$290

All other size ads will be charged at a rate of \$7 per col. inch

**Web banner ads**, which run on the CHIMES Web site and our E-News on a weekly basis, are available at a flat rate of \$30/week. These ads, which measure either 600 pixels wide by 100 deep or 100 pixels wide by 600 deep, should be prepared by the customer are included in our E-news and posted on the CHIMES Web site at

<http://www.morrisville.edu/chimes> .

(The CHIMES will create your banner ad for an additional cost of \$25 each.)

### Print Edition Column Widths:

- 1 col. = 1.75 inches
- 2 col. = 3.75 inches
- 3 col. = 5.75 inches
- 4 col. = 7.875 inches
- 5 col. = 10 inches

All prices are for camera-ready ads sent in hard copy or as TIFF, JPG, or PDF files.

For our print-ad layout and design services,  
add \$2 per column inch up to a maximum cost of \$50 per ad.

*To place an ad, email [mcdowebl@morrisville.edu](mailto:mcdowebl@morrisville.edu),  
call 315 684-6169*

*or mail with check made out to*

**Chimes - Morrisville College Foundation**

*to:*

**Chimes Advertising  
Brian McDowell, Advisor  
Journalism Department  
Morrisville State College  
Morrisville, NY 13408**

Advertisements will not run unless they are accompanied by a check or a purchase order number. Tear-sheets will be mailed to the advertiser following publication. *The staff of The Chimes reserves the right to reject any ad based on editorial standards and space availability.*