



The Reporter

THE STUDENT NEWSPAPER AT MIAMI DADE COLLEGE

Media Kit

The Reporter is a bi-monthly student publication that is distributed to all of Miami Dade College's campuses which are: Hialeah, Homestead, InterAmerican, Kendall, Medical Center, North, West, and Wolfson campuses.

College Enrollment: 170,000 students annually | Distribution: 10,250 copies

Contacts

To book an ad, please contact *The Reporter's* advertising team at:

(305) 237-7657 or thereporteradvertising@gmail.com

Manolo Barco, Media Adviser

North: (305) 237-1255 | Kendall: (305) 237-2323 | Wolfson:

(305) 237-3477 | Email: mbarco@mdc.edu



Volume Publication Dates 2018-19

FALL SEMESTER

Issue	Ad Deadline	Send to printer	On rack
Issue 1	8/10	8/24	8/27
Issue 2	9/7	9/14	9/18
Issue 3	9/28	10/5	10/9
Issue 4	10/12	10/19	10/23
Issue 5	10/26	11/2	11/6
Issue 6	11/9	11/16	11/20
Issue 7	11/23	11/30	12/4

SPRING SEMESTER

Issue 8	1/4	1/11	1/15
Issue 9	1/18	1/25	1/29
Issue 10	2/1	2/8	2/12
Issue 11	2/15	2/22	2/26
Issue 12	3/8	3/15	3/19
Issue 13	3/22	3/29	4/2
Issue 14	4/5	4/12	4/16

SUMMER SEMESTER

Issue 15	5/10	5/17	5/21
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Online Advertising

Online advertising is only available with the purchase of a print ad. Please email a .jpeg image of either of the following sizes in order to redeem your online banner:

Rate: One fee of \$500 per semester.

Online Ad Dimensions: 750 x 100 pixels

Website: mdcthereporter.com

Print Advertising Rates I



Full Page Advertisement (1)

10 inches wide by 16 inches tall

Open Rate: **\$1590**

5%, 1-Semester Discount: **\$1510**

10%, 2-Semester Discount: **\$1431**

12%, 1-Semester+Summer Discount: **\$1400**

15%, 2-Semester+Summer Discount: **\$1350**



Half Page Advertisement, Horizontal

10 inches wide by 8 inches tall

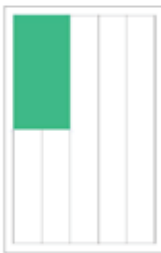
Open Rate: **\$870**

5%, 1-Semester Discount: **\$827**

10%, 2-Semester Discount: **\$783**

12%, 1-Semester+Summer Discount: **\$766**

15%, 2-Semester+Summer Discount: **\$740**



2-Column Quarter Page Advertisement

3.78 inches wide by 8 inches tall

Open Rate: **\$510**

5%, 1-Semester Discount: **\$485**

10%, 2-Semester Discount: **\$459**

12%, 1-Semester+Summer Discount: **\$449**

15%, 2-Semester+Summer Discount: **\$434**

*Print ads must be 300 dpi, in CMYK format and in inches.