



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 2019-20

FALL SEMESTER

Issue	Ad Deadline	Send to printer	On rack
Issue 1	8/9	8/23	8/26
Issue 2	9/6	9/13	9/17
Issue 3	9/27	10/4	10/8
Issue 4	10/11	10/18	10/22
Issue 5	10/25	11/1	11/5
Issue 6	11/15	11/22	11/26
Issue 7	12/6	12/13	12/16

SPRING SEMESTER

Issue 8	1/3	1/10	1/14
Issue 9	1/17	1/24	1/28
Issue 10	1/31	2/7	2/11
Issue 11	2/14	2/21	2/25
Issue 12	3/13	3/20	3/24
Issue 13	3/27	4/3	4/7
Issue 14	4/10	4/17	4/21

SUMMER SEMESTER

Issue 15	5/15	5/22	5/26
----------	------	------	------

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



Full Page Advertisement (1)

10 inches wide by 16 inches tall

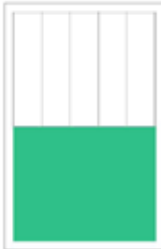
Open Rate: **\$1590**

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

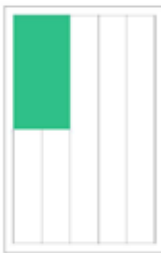
Open Rate: **\$870**

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.