



The Reporter

THE STUDENT NEWSPAPER AT MIAMI DADE COLLEGE

Media Kit 2020-2021



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

To book an ad, please contact *The Reporter's* advertising team at (305) 237-7657 or thereporteradvertising@gmail.com

Manolo Barco, Media Adviser: (305) 237-1255 | mbarco@mdc.edu

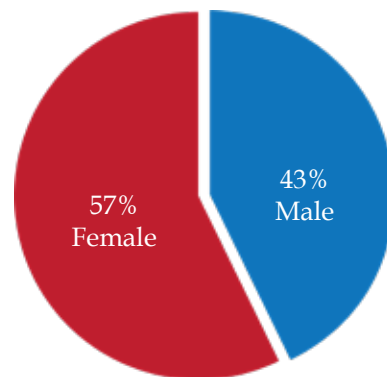
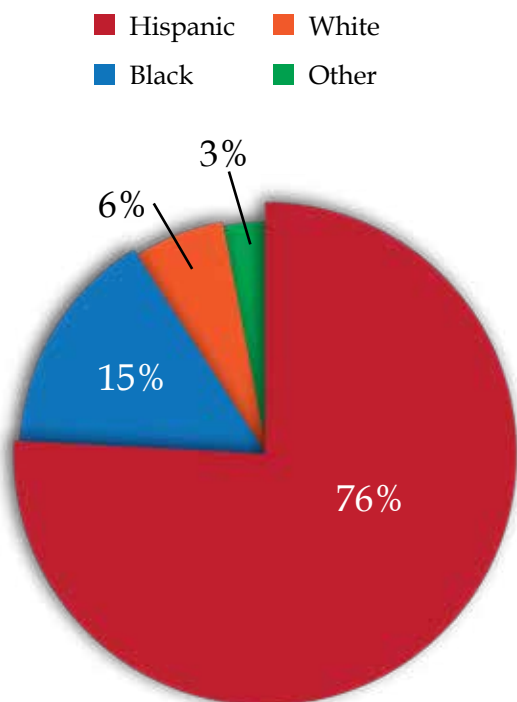
College Enrollment: 130,344

Degree Options: 6 degree options and over 300 programs and pathways

Campuses: 8 (including one center and numerous outreach locations)

Distribution: 10,250 copies

Demographics



174 different nationalities

67 different languages



Publication Dates 2020-21

Fall Semester

Issue	Ad Deadline	Send To Paper	On Rack
Issue 1	9/25	10/2	10/5
Issue 2	10/9	10/16	10/20
Issue 3	10/23	10/30	11/3
Issue 4	11/13	11/20	11/24
Issue 5	12/4	12/11	12/15

Spring Semester

Issue	Ad Deadline	Send To Paper	On Rack
Issue 6	1/8	1/15	1/19
Issue 7	1/22	1/29	2/2
Issue 8	2/5	2/12	2/16
Issue 9	2/19	2/26	3/2
Issue 10	3/12	3/19	3/23
Issue 11	3/26	4/2	4/6
Issue 12	4/9	4/16	4/20

Summer Semester

Issue	Ad Deadline	Send To Paper	On Rack
Issue 13	5/14	5/21	5/25
Issue 14	5/28	6/4	6/8
Issue 15	6/11	6/18	6/22



Policy & Conditions

The Reporter reserves the right to not accept advertisements that promote alcohol, nudity, messages of hate or anything that we deem to be insensitive, vulgar, inappropriate, discriminatory, unethical or in poor taste.

Advertisers are responsible for creating and providing all artwork (both print and online) by the due dates agreed upon. Print advertisement dates are listed on the media kit. The print advertisements must be 300 dpi and in CMYK color mode.

New advertisers are required to pay their first advertisement three weeks prior to the advertisement running.

Payment can be made by check, credit card or EFT.





Online Advertising Rates

Website: www.mdcthereporter.com



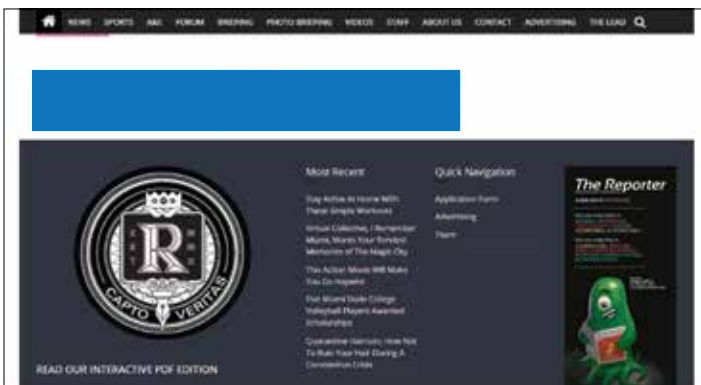
Top Banner
750 x 100 px

\$600/month
\$250/week



Side Banner
336 x 280 px

\$500/month
\$225/week



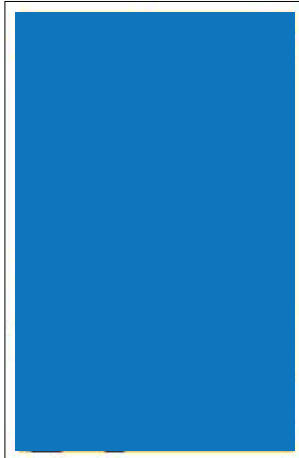
Lower Banner
750 x 100 px

\$400/month
\$200/week



Print Advertising Rates

*Print ads must be 300 dpi and in CMYK color mode



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

5 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**