

THE DRUMBEAT

The Independent Student Media Source of Tyler Junior College

REACH THE TJC COMMUNITY

The Drumbeat is the independent student media source of Tyler Junior College, which includes a student newspaper, website and news program. The student media of Tyler Junior College reaches an estimated 55,000 members of the TJC community during the academic year. This includes students, faculty, staff, visitors and alumni.

TJC counts more than 11,000 credit student enrollments and more than 20,000 continuing education enrollments annually. Many of these students commute from surrounding communities to attend the college, and roughly 2,000 full-time students live on campus, just blocks from Tyler's medical district, Broadway Square Mall, movie theaters and various shopping centers.

Advertising with *The Drumbeat* is the most cost-effective way to reach this niche market.

NEWSPAPER PUBLICATION SCHEDULE

The Drumbeat is published every other Friday during each long academic semester except during final exams and holidays (see publication schedule below). Deadlines for advertisements are final.

Issue	Date	Advertising Deadline	Deadline for Ad Materials
1	Feb. 3	Jan. 25	Jan. 30
2	Feb. 17	Feb. 8	Feb. 13
3	March 3	Feb. 22	Feb. 27
4	March 24	March 10	March 20
5	April 7	March 29	April 3
6	April 21	April 12	April 17
7	May 5	April 26	May 1

*Ads cannot be cancelled after the ad deadline, and advertisers will be required to pay any associated fees.

ADVERTISING SUBMISSIONS

The Drumbeat accepts e-mailed, camera-ready ads. Advertisers are responsible for securing rights to any copyrighted material within their advertisement. *The Drumbeat* reserves the right to refuse any advertisement for any reason.

PREFERRED SUBMISSION METHODS

- PDF (with all fonts and graphics embedded)
- EPS (with graphics embedded and fonts converted to outlines)
- TIFF (resolution 300ppi or higher)

SPRING 2017 Advertising Rates and Information

ABOUT TJC STUDENT MEDIA

Founded in 1927 as *The Apache Pow Wow*, the TJC student media is now *The Drumbeat*. The newspaper, website and news program are produced by journalism students at Tyler Junior College.

CONTACT INFO

Phone 903-510-2299
Fax 903-510-3246
E-mail lkra@tjc.edu

Faculty Adviser:

Laura Jett Krantz

Department Chair,
Communications & Student Media
Tyler Junior College
903-510-2335

Mailing Address:

The Drumbeat
c/o Laura Krantz
P.O. Box 9020
Tyler, TX 75711

ADVERTISING RATES AND SIZES

RATES

The local display advertising rate for *The DrumBeat* is \$5 per column-inch. For example, a 2-column wide x 5-inch tall ad would be 10 column inches total and would cost \$50. Eligibility for local rate is subject to verification.

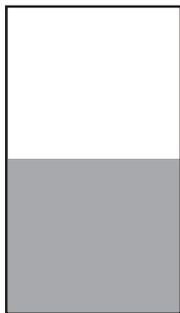
AD SIZE

Ad height is sized to the full inch only. Ad width is sized to the full column only. A column in *The DrumBeat* is 9p10.5 (approx. 1.646") wide. Gutters are p7.2 (approx. .10")



Full Page

6 columns x 21.5"
129 column inches
10.375" wide x 21.5" tall
\$645.00



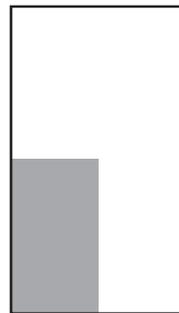
Half Page

6 columns x 10"
60 column inches
10.375" wide x 10" tall
\$300.00



Quarter Page Square

4 columns x 8"
32 column inches
6.883" wide x 8" tall
\$160.00



Quarter Page Vertical

3 columns x 10"
30 column inches
5.137" wide x 10" tall
\$150.00



Postcard

Horizontal or Vertical
3 columns x 4"
or 2 columns x 6"
12 column inches
5.137" wide x 4" tall
or 3.392" wide x 6" tall
\$60.00

For custom sizes, e-mail advertising@thedrumbeat.com for more information.

DISCOUNTS AND ADDITIONAL FEES

DISCOUNTED RATES

A 10% discount on display advertising is offered when an advertiser places an ad in all six issues. To be eligible for this discount, a contract must be signed by the advertiser. If an advertiser pulls an advertisement before all six issues have been printed, the difference between the fee charged and the discounted fee will be due on ads that have already run.

On-campus organizations receive an automatic 20% discount on the above ad rates and free color.

COLOR ADS

Full-color printing is available on full-page ads at a rate of \$100. Full-color is available on other ad sizes at the rate of \$50.

AD DESIGN

The Drumbeat staff offers advertising design at the rate of \$50 per ad. Any submitted ads requiring changes or ads designed by the *The Drumbeat* staff that need to be updated by the advertiser will also incur a \$50 charge.

BILLING AND PAYMENTS

INVOICES

One full copy of the paper is mailed with an invoice one business day after publication for all display advertising. Bills will be due upon receipt. Payments must be made by check to *The Drumbeat*. On-campus departments and organizations may pay by interdepartmental transfer. A \$5 per day service fee will apply for bills that go unpaid for 30 days or more after publication. **All off-campus advertisers must pre-pay at the time of space reservation.**

ERRORS

The Drumbeat accepts no responsibility for errors beyond the cost of the first insertion. It is the advertiser's responsibility to verify the accuracy of the ad copy. Pre-press proofs of ads will be furnished once upon request.