



# Spring 2010 Advertisement Rates

## About NOVA

**Northern Virginia Community College** is Virginia's largest institution of higher education and the second largest community college in the U.S.

Our six campuses and two academic centers offer a wide variety of Associate's Degrees and Professional Certificates in fields ranging from Accounting to Veterinary Technology.

Each year, our school teaches almost 70,000 credit-seeking students and an additional 20,000 career & continuing education students representing over 150 different nationalities. Our students come from all walks of life but are united by a common desire for personal enrichment.

## About NOVA Fortnightly

The **NOVA Fortnightly** is the college-sponsored, student-edited newspaper of all six NOVA campuses.

We currently publish bi-weekly with a circulation of 5,000 issues usually released on the first and third Monday of the month.

Our mission is to create a rough draft of the college's history as it happens by publishing news, features, and commentary that are fair, accurate, and representative of our diverse community.



## Contact Us

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## Release Calendar

January							February							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
					1	2			1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13	
10	11	12	13	14	15	16	15	16	17	18	19	20		
17	18	19	20	21	22	23	21	22	23	24	25	26	27	
24	25	26	27	28	29	30	28							

March							April								
S	M	T	W	T	F	S	S	M	T	W	T	F	S		
						1							1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10		
14	15	16	17	18	19	20	11	12	13	14	15	16	17		
21	22	23	24	25	26	27	18	19	20	21	22	23	24		
28	29	30	31				25	26	27	28	29	30			

★ indicates a web-only issue

# Run-of-Press Ad Rates

Run-of-press ads are priced by the column inch (ci).

Black-and-white ci rates:

Normal rate.....\$10/ci

Non-Profit rate.....\$7/ci

Organizations requesting this rate must either be official student groups recognized by the Office of Student Activities or able to provide Sales with evidence of IRS 501(c)(3) designation or other non-profit status.

Color Charge: + \$1/column-inch (in addition to ci rates above)

Preferred Placement Charge: 10% of total, per run (reserves placement location)

## Discounts

Multiple placement discount:

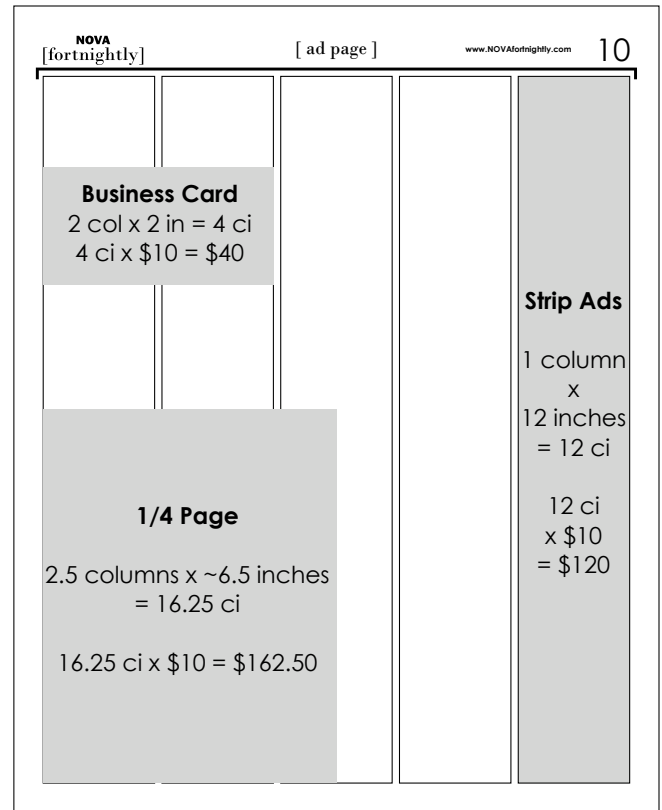
3 placements.....10% off

4 placements.....15% off

5+ placements.....20% off

## Inserts

Pre-printed Inserts can be targeted to specific campuses if desired; contact Sales for current circulation numbers.



# Online Ad Rates

The pricing for online ads is based on Tenancy, renting space by week. IAB is the International Advertising Board.

\$50 tenancy for IAB Medium Rectangle and IAB Full

\$0.10 pay per click IAB Medium Rectangle and Full Banner

\$150 for Domination (per week)

The online print package has the following rates:

\$45 tenancy and \$9 per ci

\$0.9 pay-per-click and \$9 per ci

## NOVA Fortnightly Advertising Policy

To help preserve the integrity of our publication and organization, please respect the following placement policies:

NOVA Fortnightly reserves the rights to refuse any ad placement, including but not limited to those that

- convey or condone illegal activity or convey discriminatory/hateful messages
- promote products and/or services deemed inappropriate for general readership, including drugs alcohol, and tobacco; or contain pornography or any other generally inappropriate material.

Advertisements having the appearance of editorial material must be identified as "Paid Advertisement" at the top of the ad. A \$30 fee will be imposed with each placement that fails to identify itself as such.

Specifically requested placement locations are only guaranteed upon payment of the 10% priority placement fee.

NOVA Fortnightly assumes no responsibility for any liabilities incurred by errors, beyond the cost of space occupied by the ad in which the error occurred. NOVA Fortnightly assumes no liability for production or printing delays.

The advertiser must notify NOVA Fortnightly within 7 days of invoice date of any errors in placement; "make-good" ads must be coordinated by the general advertising deadline.

It is not possible to address the wide variety of advertising practices by specific policy in a card of this type. Questions not answered in this rate card should be referred to the Marketing & Sales Department.