

Viewpoints

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Viewpoints is a publication of the students of Riverside City College in Riverside, California. Viewpoints is published every other week, excluding holidays, during the academic year. Viewpoints has a print circulation of 2,500 and reaches 9,000 readers in print and online.

ADVERTISING INFORMATION

DEADLINES ARE ONE WEEK PRIOR TO PUBLICATION DATE

Fall 2010 publication dates:

August 30
September 23
October 7

October 21
November 4
November 18
December 2

Spring 2011 dates:

February 14
March 10
March 24

April 7
April 28
May 12
May 26

Black and white ad rates:

FULL PAGE\$360
1/2 PAGE.....\$190
1/4 PAGE.....\$100
1/8 PAGE.....\$55
MARKETPLACE...\$25

Black & white & one color ad rates:

FULL PAGE.....\$390
1/2 PAGE.....\$220
1/4 PAGE.....\$120
1/8 PAGE.....\$75
MARKETPLACE...\$55

Full color ad rates:

FULL PAGE.....\$1,060
1/2 PAGE.....\$890
1/4 PAGE.....\$790
1/8 PAGE.....\$745
MARKETPLACE...\$725

Full page ad: 160 square inches (10 x 16 inches) (11 x 17 page size)

MULTIPLE AD DISCOUNT: 10 PERCENT

PAYMENT: CASH NOT ACCEPTED. MAKE CHECKS PAYABLE TO VIEWPOINTS.

CHECKS MUST BE MAILED TO:

AUXILIARY BUSINESS SERVICES
4800 MAGNOLIA AVE.
RIVERSIDE CITY COLLEGE
RIVERSIDE, CA 92506

PREPAYMENT REQUIRED FOR ALL NEW ADVERTISERS

VIEWPOINTS RESERVES THE RIGHT TO REJECT ANY AD/Prices subject to change