



# Media Kit 2017-2018

## The Guardsman



# About us

The Guardsman is the official bi-weekly newspaper of City College of San Francisco reaching a range of 70,000 – 100,000 students and teachers across 11 campuses.

Since its inception in 1935, the paper has repeatedly captured awards in all categories including seven consecutive General Excellence honors for producing one of the best community college newspapers in the state and region.

## Our Readers

City College is the largest multi-campus single community college district in the nation and the second compared to four-year institutions.

Educating more than 70,000 students annually, City College offers credit and non-credit classes at 11 campuses throughout the city and county of San Francisco.

City College provides innovative educational programs that are affordable and accessible to a large metropolitan area. Students represent a broad spectrum of the community – from those preparing for transfer to a four-year college or university to working adults updating job skills or seeking a career change.

## Demographics

Our student body is diverse, that will provide the perfect audience for all your advertising needs.

## Age Group

Less than 20 years old	13.9%
20 – 24	30.2%
25 – 39	36.2%
40 or more years old	19.7%

## Ethnicity

African American	8.4%
American Indian/Alaskan Native	0.2%
Asian (excluding SouthEast)	29.8%
Filipino	5.6%
Hispanic/Latino	22.4%
Pacific Islander	0.7%
White	25.3%
Two or more races	4.5%
Unknown	3.1%

## Gender:

Female: 51.5%	Male: 46.5%
Unknown: 2.0%	



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# All You Need to Get Started

## Advertisement Submissions:

Display ads must be camera ready, preferably in electronic format as a PDF, TIFF, JPEG, PNG, etc.

Resolution: 300 dpi or higher

Fonts: Embedded

## Advertisement Placement:

We will always try to accommodate but cannot guarantee requests for placement in certain sections, page position, issue, etc.

## Send check to:

City College of San  
Francisco Administrative  
Services,  
50 Phelan Ave., E-104  
San Francisco CA 94112

## Terms:

Following publication,  
invoices and Tear sheets  
are mailed to advertisers.

## Ad Payments:

Payment method  
checks only.

## Publishing Policy & Agreement

This section contains the terms and conditions the publisher must abide by.

The publisher approves all advertising: products and services, copy texts, display and illustrations. All rights are reserved for the publisher to reject any advertisements that are deemed unsuitable.

Cancellations by the advertiser after the closing date will not be refunded; but a credit for future ad placements can be granted.

The advertisers billed at a discount rate who fail to fulfill the clauses of the contract (payment due dates, etc.) will be charged with the full rate for their order.

The publisher is not liable for any costs or damages if the advertisement is not published on time due to unforeseen complications outside of the publisher's influences .

All insertion orders and artwork are to be submitted to the Publisher by the indicated deadlines. A \$65.00 late fee is applied for each late insertions. The publisher will not be held liable for missed deadlines.



# THE GUARDSMAN

City College of San Francisco's Newspaper Since 1935

Issue	Insertion Order Deadline	Advertisement Materials Deadline	Run Date
1	January 17 <sup>th</sup> 2018	January 19 <sup>th</sup> 2018	January 24 <sup>th</sup> 2018
2	January 31 <sup>st</sup> 2018	February 2 <sup>nd</sup> 2018	February 7 <sup>th</sup> 2018
3	February 14 <sup>th</sup> 2018	February 16 <sup>th</sup> 2018	February 21 <sup>st</sup> 2018
4	February 28 <sup>th</sup> 2018	March 2 <sup>nd</sup> 2018	March 7 <sup>th</sup> 2018
5	March 14 <sup>th</sup> 2018	March 16 <sup>th</sup> 2018	March 21 <sup>st</sup> 2018
6	April 4 <sup>th</sup> 2018	April 6 <sup>th</sup> 2018	April 11 <sup>th</sup> 2018
7	April 18 <sup>th</sup> 2018	April 20 <sup>th</sup> 2018	April 25 <sup>th</sup> 2018
8	May 2 <sup>nd</sup> 2018	May 4 <sup>th</sup> 2018	May 9 <sup>th</sup> 2018



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# Rate Sheet

**Color Ads**  
Spot Color: \$250

Submit ads in electronic format: PDF, JPEG, PNG, TIFF, etc. Resolution 300 dpi or higher

B/W line screen 80 lpi,  
Color line screen 110 lpi

## Pricing

Full Page: \$600

Half Page: \$300

Quarter Page: \$150

5 Columns x 2": \$80

2 Columns x 4": \$40

1 Column x 4" \$20\*

\*(Horizontal or Vertical)

## Discounts

Two insertions: 5%

Three insertions: 10%

Four or more insertions: 15%

## How to Contact Us

City College of San Francisco

50 Phelan Avenue,

Bungalow 615

San Francisco, CA 94112

(415) 239-3446

Diane Carter

Advertisement Manager

cartertheguardman@gmail.com

Full Page  
5 Columns x 16"

Half Page  
5 Columns x 8"

2 columns x  
1"  
(4" x 2")

1 Column x  
4"  
(2" x 4")

Quarter Page  
3 Columns x  
7.5"  
(6" x 7.5")

1/8th  
2 Columns  
x 4"

1/8th  
5 Columns x 2"



## Deadlines

The deadlines for space reservations is before 3pm, seven working days prior to publication.

## Cancellations

Cancellations must be made within 2 business days in advance. Otherwise the advertiser is still responsible for payment.

■ Newspaper Stand



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