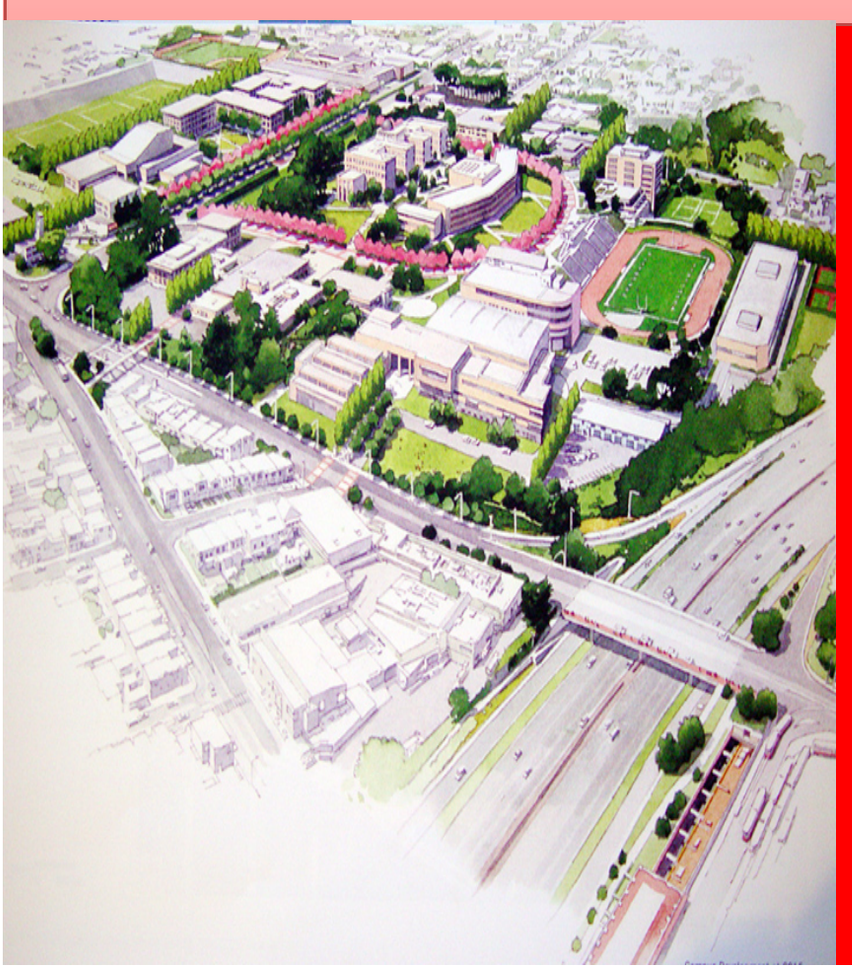
Media Kit Fall 2014
The Guardsman



About us

The Guardsman is the official bi-weekly newspaper of City College of San Francisco reaching a range of 80,000 – 90,000 students enrolled in 11 campuses.

Since its inception in 1935, the paper has repeatedly capture 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-camera single community college district in the nation and the second compared to four-year institutions.

Education more than 80,000 students annually. City College offers credit and non-credit classes at 11 campuses throughout the city and county of San Francisco.

City College provides innovation 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 preparing for a career change.

Demographics

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

Age Group

16 - 19	11.5%
20 – 24	29.1%
25 – 29	18.9%
30 – 34	11.6%
35 – 39	7.6%
40 – 49	10.6%
50 Plus	10.6%

Ethnicity

African American	9.7%
American Indian/Alaskan Native	0.4%
Asian (excluding SouthEast)	25.7%
Filipino	6.6%
Hispanic/Latino	18.8%
Other Non White	1.7%
Pacific Islander	0.9%
SouthEast Asian	2.6%
Unknown/No Response	6.6%
White	27.0%

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All You Need to Get Started

Advertisement Submissions:
Display ads must be camera read, preferably in electronic format, .PDFs, TIFFS, JPEG, PNG, etc.

Resolution: 300 dpi or higher

Fonts: Embedded

Advertisement Placement:
We will always try to accommodate but cannot guaranteed 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.

PHONE: 415-323-9056• EMAIL • MAIL:

Issue	Insertion Order Deadline	Advertisement Materials Deadline	Run Date
1	**August 13, 2014**	**August 15, 2014**	**August 20, 2014**
2	**August 27, 2014**	**August 29, 2014**	**September 3, 2014**
3	**September 10, 2014**	**September 12, 2014**	**September 17, 2014**
4	**September 24, 2014**	**September 26, 2014**	**October 1, 2014**
5	**October 8, 2014**	**October 10, 2014**	**October 15, 2014**
6	**October 22, 2014**	**October 24, 2014**	**October 29, 2014**
7	**November 5, 2014**	**November 7, 2014**	**November 12, 2014**
8	**November 24, 2014**	**November 26, 2014**	**December 3, 2014**

PHONE: 415-323-9056 • EMAIL: crevier@theguardsman.com•

Rate Sheet

Color Ads

Spot Color: $250

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

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

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”

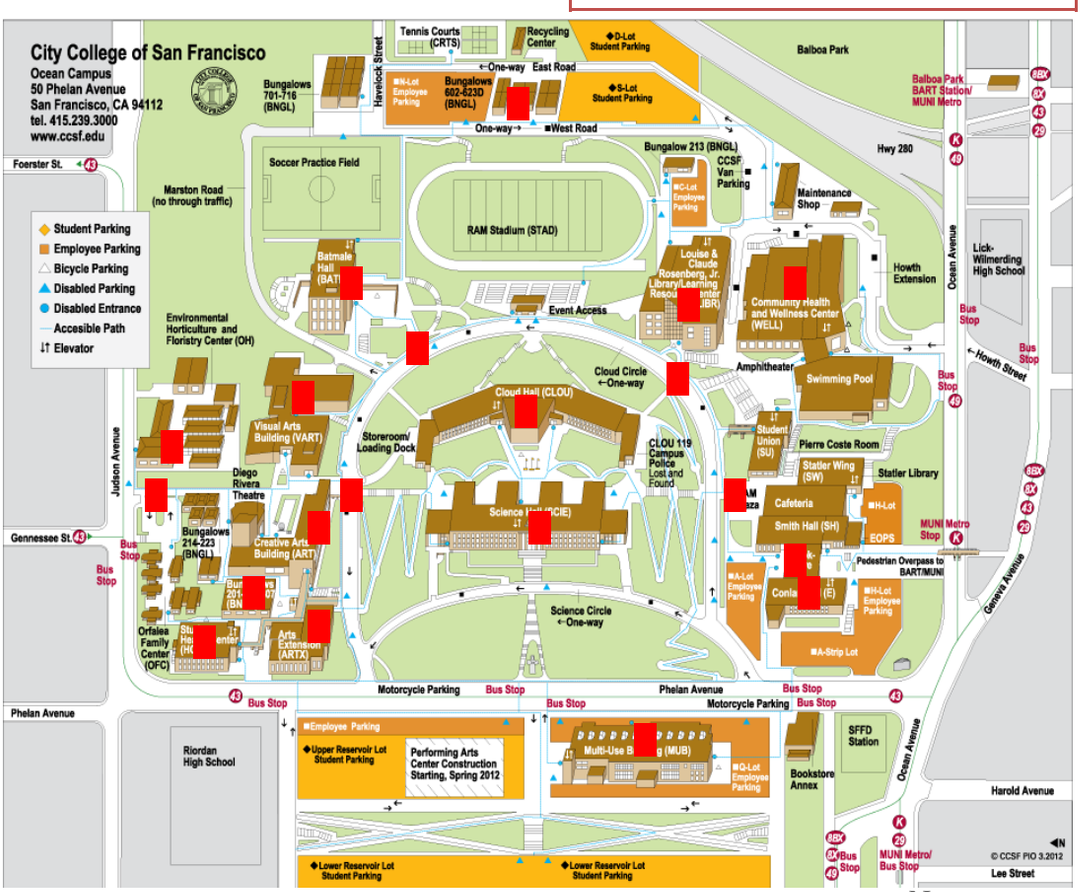
1/8th
5 Columns x 2”

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

One insertion: 0%
Two insertion: 5%
Three insertion: 10%
Four or more insertion:15%



Newspaper Stand

How to Contact Us

City College of San Francisco
50 Phelan Avenue, Bungalow
San Francisco, CA 94112
(415)239-3446
Calindra Revier
Advertisement Manager
crevier@theguardsman.com

Deadlines

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

Cancellations

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

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