

DISPLAY ADVERTISING

Display advertising is the most traditional form of newspaper advertising. All prices are for one issue unless otherwise noted. Our standard sizes are shown below.

Quarter page - \$100

10" tall x 5.5" wide (V)

5" tall x 11.5" wide (H)

Half page - \$200

20" tall x 5.5" wide (V)

10" tall x 11.5" wide (H)

Full page - \$400

20.75" tall x 11.5" wide

**Full color is available on request.
Please email or call for details.**

At the present time, we do not accept custom ad sizes. Ads that do not conform to the above listed measurements will be billed to their closest match. We apologize for any inconvenience.

PUBLICATION DATES

<u>Publication Date</u>	<u>Ad Submission Deadline</u>
February 5, 2007	January 31, 2007
March 5, 2007	February 28, 2007
April 2, 2007	March 28, 2007
May 7, 2007	May 2, 2007

CONTACT US

Email:

insight@waubonsee.edu
(ATTN Business Manager or Editor In Chief)

Website:

www.wccinsight.com

Office:

630-466-2555 - Von Ohlen 230

DISCOUNTS

Local Businesses:

Local Businesses, within 20 miles of Waubonsee's Sugar Grove campus qualify for a 25% discount.

Campus:

Students and employees of Waubonsee receive a 25% discount.

Nonprofit:

Nonprofit organizations receive a 50% discount.

Multi-placement:

Can be combined with other discounts to a max of 50%. Only valid on display ads placed in the same issue.

2 Quarter Page ads	\$175 (save \$25)
2 Half-Page ads	\$350 (save \$50)
2 Full-Page ads	\$650 (save \$150)

Insight

Spring 2007 Advertising Information



WCC Insight

www.wccinsight.com

Email: insight@waubonsee.edu

Phone: 630-466-2555

Rt. 47 at Waubonsee Drive

Sugar Grove, IL 60554

ONLINE ADVERTISING

Display your banner ad on our website or Myspace page, online at www.wccinsight.com and www.myspace.com/wccinsight, respectively. All prices are shown for one month.

150x60 pixels

wccinsight.com home page only - \$50/mo
wccinsight.com all pages - \$100/mo
myspace page - \$25/mo

350x60 pixels

wccinsight.com home page only - \$75/mo
wccinsight.com all pages - \$150/mo
myspace page - \$40/mo

500x60 pixels

wccinsight.com home page only - \$100/mo
wccinsight.com all pages - \$200/mo
myspace page - \$65/mo

Please inquire about custom banners sizes and other options.

Horizontal banners only, please. Maximum width is 600 pixels by 100 pixels. Banners should be provided via email or CD in .jpg, .png or .gif form.

Please do not submit flash banners, any form of scripts, remote links, popups, banners that mimic Windows error messages or other types of false advertising. Insight reserves the right to reject any banner ad.

All banners will be stored on *Insight's* server, not remotely linked.

For more information or questions concerning our online advertising packages, please email *Insight* at insight@waubonsee.edu, or call our office at 630-466-2555 and ask for Ian.



CLASSIFIEDS

Classifieds run for one issue, on page 2.

\$20 for the first 25 words.
.10 for each additional word

Caps and Bold words can be added free of charge, just ask.

Please note that no discounts may be applied to classified ads.

ABOUT INSIGHT

Insight is a non-profit student organization run by the students of Waubonsee Community College. All advertising revenues are used to defray the costs of printing and managing the paper.

It is the goal of *Insight* to provide a professional newspaper for the students, faculty and staff of Waubonsee Community College, as well as members of the surrounding communities.

Another purpose of *Insight* is to provide the experience of working in the journalism field and to teach students real-life skills such as meeting deadlines, editing, advertising and marketing, personnel management and more.