Advertising Rates
Fall 2019- Spring 2020

A STUDENT PRESS
SERVING MERCER COUNTY COMMUNITY COLLEGE

Send payment to:
c/o Prof. Matthew Kochis
Mercer County College, 1200 Edinburg Rd,
West Windsor, NJ 08550

About The College VOICE
The College VOICE is the student newspaper of Mercer County Community College in New Jersey. It is one of the highest rated and most award-winning two-year college newspapers in the nation. The VOICE is published monthly during each semester with both print and online editions. The VOICE publishes 1,500 copies of each print edition and distributes them at more than 40 locations on two campuses. The online edition averages 6,000 reads per month.

Formats & Deadlines
The College VOICE is printed on 11”x17” tabloid size paper. All submissions are accepted in digital format via email attachment in either PDF, JPG, or PNG formats with PDF preferred. Color ads should be in CMYK format. All insertion orders must be received one week before publication date, and all ad materials must be received no less than 4 days before date of publication. Multiple run discounts are available.

About Mercer County Community College
Mercer County Community College is located in central New Jersey, with two campuses, one in downtown Trenton and one in West Windsor. The college has an enrollment of more than 9,000 full and part-time students. There are more than 60 different degree programs including a newly formed degree in New Media.

About our Readers
The average age of an MCCC student is 21 with 52% of the student body being female. Minorities make up 40% of the student body. In a survey conducted by Alloy Media of 1,200 college students at 550 universities, college newspaper readership continues to be strong. Over three quarters (76%) of college students and faculty (76%) have read their college newspaper in the last month, with 73% saying they look at the ads. Pass along rates are also strong with an average of 3.2 students sharing an issue.
Basic Sizes

- **Full Page 10”x16”**
  - B&W = $445
  - Color = $545

- **Half Page Horizontal 10”x8”**
  - B&W = $245
  - Color = $345

- **Quarter Page 5”x8”**
  - B&W = $145
  - Color = $175

- **Eighth Page 2.5”x4”**
  - B&W = $60
  - Color = $80

- **Half Page Vertical 5”x16”**
  - B&W = $255
  - Color = $355

- **1/3 Page Horizontal 10”x5.75”**
  - B&W = $60
  - Color = $80

Online Rates
$20 per month for side of page ad

Online ads run from one print publication date to the next (approximately one month).

Gif, click through, and different size options all available.

**ANNUAL DISCOUNTS**
One ad in 4 issues = 10% off
One ad in 8 issues = 20% off
Local businesses always 15% off
Pay in advance = additional 15%