

the college

# VOICE

**WINNER**  
2021-2022  
19 NEW JERSEY  
PRESS FOUNDATION  
AWARDS!

## AD RATES 2022-2023

**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 will print 800+ copies of each edition for the fall 2022 and spring 2023 semester. Our online edition averages 5,000 reads per month.

**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 tracks in New Media and an upcoming Journalism concentration in Liberal Arts.

The average age of an **MCCC** student is 21 with 52% of the student body being female. Minorities make up 48.5% 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.



# PRINT

College students read print editions of their newspapers and pass along rates are strong. A survey from Alloy Media of 1,200 college campuses found 76% of students and faculty read their student paper and 73% report reading the ads. Community college students are particularly interested in local transfer colleges, places to get food, and services for cars because they are part of a commuter culture.

## 20% off for 2022-2023!

*Additional discounts available for early bird placement, multiple run, local businesses and more. Ask your advertising rep for details.*



Full Page



Half Page



Quarter Page

## THE CLASSICS

### Full Page

Tabloid 10"x16"

B&W = ~~\$445~~ **\$355**

Color = ~~\$545~~ **\$435**

### Half Page

Tabloid 10"x8"

B&W = ~~\$245~~ **\$195**

Color = ~~\$345~~ **\$275**

### Quarter Page

Tabloid 5"x8"

B&W = ~~\$145~~ **\$115**

Color = ~~\$175~~ **\$140**

## PREMIUM SPACES

**Note: Our rates are extremely competitive compared to our peers who often charge as much as 40% more for ad space.**

### BACK PAGE

B&W = \$399

Color = \$450

### FRONT PAGE BANNER

B&W = \$250

Color = \$275

### INSIDE COVER PG 2

B&W = \$399

Color = \$450

PRINT

## SPECIAL EDITIONS

Our advertisers often wish to target key moments when MCCC students are particularly likely to follow what's happening in the news. Here are the opportunities we offer. Placing ads in the special editions is no extra cost, but reserving space early insures you get a good placement.



### Back to School 2022 - September

A chance to target new and returning students as well as parents who are helping them get oriented.

### Holidays - December

Articles from this online issue are given special attention on social media and tend to get shared widely and featured. Page views go up in December.

### Black History Month/DEI - January

This issue puts special emphasis on racial diversity issues at the college and nationwide, examining DEI in curriculum and outside the classroom.

### Graduation - April

Farewells, advice, and preparation for transfer, this is a busy time in student life and a chance to get seen.

## SCHEDULE AND DEADLINES 2022-2023

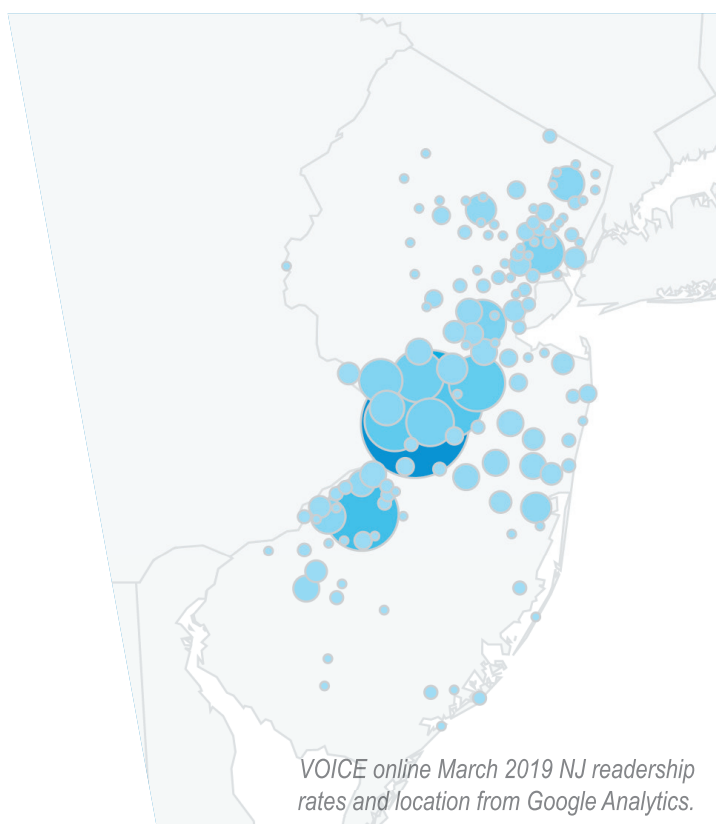
	Submission Deadline	Issue on the stands	Types of ads Placed
September	Mon. Sept. 26	Mon. Oct. 3	Print and Online
October	Mon. Oct. 17	Mon. Oct. 24	Print and Online
November	Mon. Nov. 14	Mon. Nov. 21	Print and Online
December	Mon. Dec. 5	Thurs. Dec. 8	<b>Online Only</b>
February	Mon. Feb. 6	Mon. Feb. 13	Print and Online
March	Mon. Feb. 27	Mon. Mar. 6	Print and Online
April	Mon. Mar. 27	Mon. Apr. 3	Print and Online
May	Mon. Apr. 24	Thurs. Apr. 27	<b>Online Only</b>



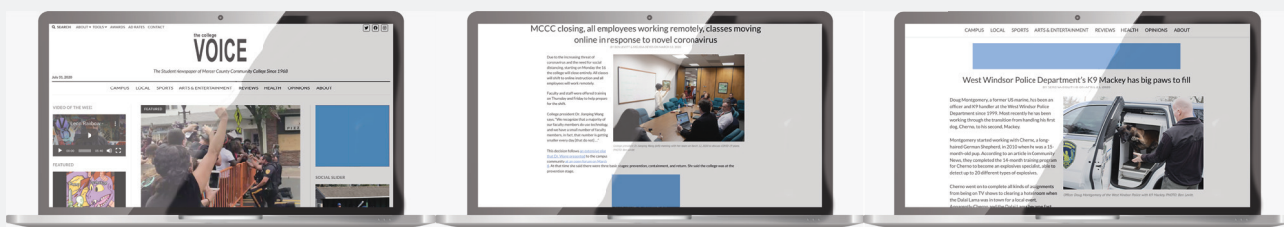
# ONLINE

All ads include click through option. During each semester The VOICE averages 4,000-6,000 page views per month with the majority of readers being in the New Jersey, Philadelphia, and New York corridor. For our online ads monthly page views are provided at end of each run. CPMs vary. Click through data not available.

View The VOICE online at: [www.mcccvoice.org](http://www.mcccvoice.org)



## THE CLASSICS



### Front Page Rectangle

300x250 pixels

*Above the fold*

1 month = \$40

*Below the fold*

1 month = \$30

### Medium Rectangle

300x250 pixels

*Center of article*

1 month = \$20

*Below article*

1 month = \$10

### Leaderboard

720x90 pixels

*Above article*

1 month = \$15

*Click through option standard for all online ads.*

## PACKAGES

Combine any online ad with a print ad and get 50% of the online rate.

# KEY INFO

The VOICE is known for being an eye catching newspaper both in print and online. It has been ranked #1 two-year student newspaper by the New Jersey Press Association every year since 2017 and is one of the most award winning student papers in the nation.



Find our complete PDF archives online at: [www.mcccvoice.org/about/pdf-archives/](http://www.mcccvoice.org/about/pdf-archives/)

## Contact

To inquire about rates, place an ad, or get more information about services, email or phone media adviser Professor Holly Johnson at [johnson@mccc.edu](mailto:johnson@mccc.edu) or 732-666-4274.

## Submission

Acceptable print submission formats are .jpg .png and .pdf. Use CMYK color and embed all fonts. Double check your sizing is accurate. Do not include bleeds. Online ads may be submitted as .jpg .png or .gif in RGB color.

## Payment

Pay via check. Make payable to: Mercer County Community College. **Please put "VOICE" in memo line.** Send to:

Mercer County Community College  
Prof. Holly Johnson  
1200 Old Trenton Rd.  
West Windsor, NJ 08550

# ADDITIONAL SERVICES

## SOCIAL MEDIA

Consider choosing a sponsored social media post on one of our three platforms. Your post will be marked #sponsored so it's not confused with content.

Our social media gets seen. Last year The VOICE won the "Best Tweet" Apple award from the College Media Association!



RATE: \$10/post  
SIZE: 1,200x603 px  
TEXT: 280 characters



RATE: \$10/post  
SIZE: 1,024x512 px  
TEXT: 280 characters



RATE \$10/post  
SIZE: 612x612 px  
TEXT: 140 characters

## STREET TEAMS

Want your flyers and posters put up on our campus? We've got students ready to hit all the bulletin boards for you and you don't have to set foot on campus.

POSTER QUANTITY PER EVENT: 50

RATES: \$125 (one event per month)

SPECS: 8.5"x11" or 11"x17"



## NEWSRACK BILLBOARDS

We have 10 indoor newsrack billboards on our two campuses placed in high traffic areas. This is a great way to get your brand seen by students, faculty and visitors alike.

SPECS: 24"x48"

RATES: \$250 per month for all racks



# ADVERTISING POLICIES

## PREPAYMENT AND PLACEMENT

Prepayment and early submission typically ensures good rates and priority placement with ads running beside the popular Opinions/Viewpoints page.

## CONTENT APPROVAL

*The College VOICE* supports responsible advertising and reserves the right to reject ads for reasons of taste, suitability for its readership, or if there are significant concerns about the business practices of the advertising entity. In all such cases advertisers will be given notice as soon as materials have been reviewed, typically less than 48 hours after submission. The Editorial Board will label any ad that does not identify its sponsor clearly as “Paid Advertisement.”

## CHANGES OR CANCELATION

Any changes in copy or cancelations must be requested via email at least two days prior to the submission deadline. Advertisers who pull an advertisement after the deadline will be charged the full cost of the ad.

## MAKE-GOODS

Adjustments for material errors or omissions will be made at the discretion of the advertising manager. No adjustments will be made unless the error or omission is reported to the advertising manager within two weeks of the ad’s publication. Liability for adjustments is limited to the cost of the advertisement. *The College VOICE* is not liable for printer error.

## TEARSHEETS

Along with invoices, *The College VOICE* will send tearsheets to advertisers to confirm that an ad has appeared in print so long as a request for tearsheets is made in advance of publication.

## RATE ADJUSTMENT

*The College VOICE* reserves the right to adjust advertising rates with 30 days notice.