

# THE WASHTENAW VOICE

THE STUDENT PUBLICATION OF WASHTENAW COMMUNITY COLLEGE

## 2023-2024 ADVERTISING RATES

The Voice serves some 12,000 students, faculty and staff at Washtenaw Community College. The Voice publishes in print and online at [washtenawvoice.com](http://washtenawvoice.com) during the fall and winter semesters.

### PRINT ADVERTISING

The Voice prices ads by the column inch. The cost per inch for a black-and-white ad is \$5.70.

#### Full Color Ads

The added cost for color is 40 percent.

#### Some Common Ad Sizes

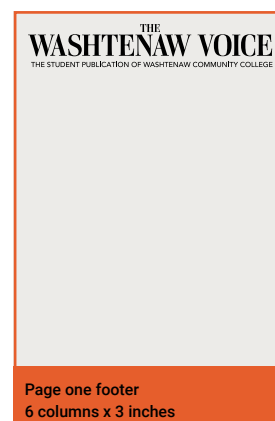
Size	Black & White	Color
Full page	\$730	\$1008
Half page	\$360	\$504.45
Quarter page	\$180	\$252
Eighth page	\$90	\$126
1/16th page	\$45	\$63

### PAGE 1 OPPORTUNITY

#### Page one footer:

The Voice has joined major daily publications in offering premium ad space on page 1. This space is available only to customers who purchase this position in at least three issues. It is a color ad position.

**Cost: \$300**



## DIGITAL ADVERTISING

Our website, [washtenawvoice.com](http://washtenawvoice.com), attracts some 35,000 pages views each academic year. Print advertisers who commit to four or more ads can earn complimentary web advertisements.

**Cost:** \$140 a month for banner or "leaderboard" ads  
\$125 a month for tile ads

### Our newsletter, The Loop

Our weekly newsletter includes tips on special events and things to do, and arrives at week's and making it a must read.

**Cost:** \$50 per message

## OTHER WAYS TO REACH VOICE READERS

### Inserts

Your flyer or other printed material can be inserted into the print edition of the Voice.

**Cost:** \$250 per issue (With client-provided provided material shipped to our printer)

### Puzzle sponsorship

Voice puzzles are a staple in print editions and bring readers to [washtenawvoice.com](http://washtenawvoice.com) to get solutions to crosswords and Sudoku. Readers don't just scan, they spend serious time with this content. Your ad appears in print and with the solutions online.

**Cost:** a full semester

- \$40 per single issue
- \$90 for three issues
- \$150 for a full semester

### Classified advertising

Classified ads connect people looking for goods and services, as well as employers and qualified jobseekers.

### Employment ads

As a service to the community and the WCC student body, the Voice offers free "help wanted" ads. Employment ads should be directed to WCC's Career Success team at **734-677- 5155** or **[careers@wccnet.edu](mailto:careers@wccnet.edu)**.

### Other classified ads

- Up to five lines, \$30
- Members of the WCC community get three lines free.

## FREQUENCY BOOST IMPACT

National marketing data on student readership shows more than 75 percent of college students read their campus paper, though they may not pick up every edition.

Increasing advertising frequency can ensure your message reaches many more Voice readers. We offer discounts for customers who commit to multiple editions.

## CONTRACT DISCOUNTS

- 20 percent savings for those who advertise in all 18 issues
- 15 percent savings for contracts of nine issues
- 10 percent savings for contracts of three issues and more

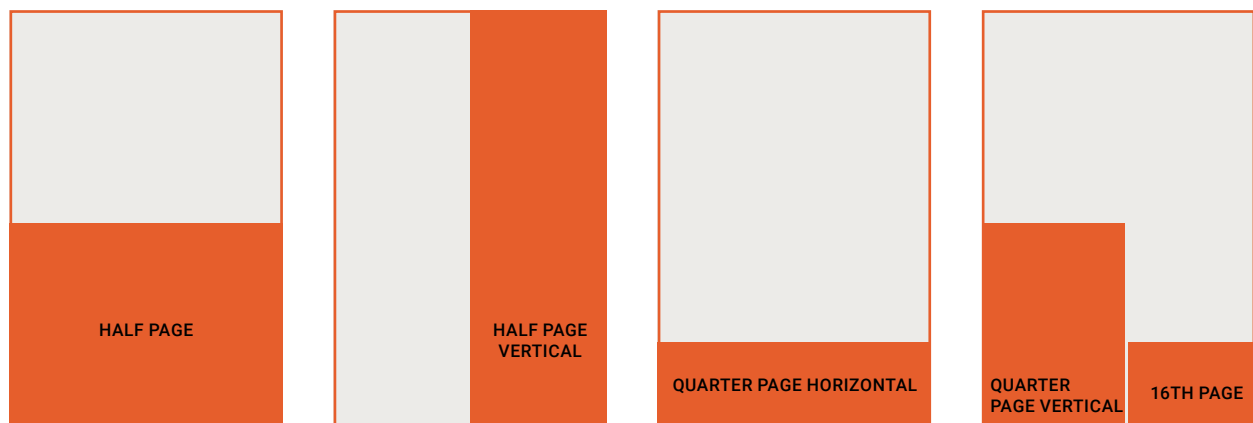
**Please note:** Discounts cannot be combined. Only one discount per contract.

## WCC COLLEGE ACCOUNTS

Internal WCC college departments, clubs, groups and employees are eligible for a discount for ads about events happening on campus. Please ask your ad representative

## HAVE A HARD TIME PICTURING THE SPACE ON A PAGE?

Here are some approximations. A news page is 21.5 inches high and 11.5 inches across.



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## 2023-2024 PRODUCTION SCHEDULE

We're pleased to help advertisers connect with members of the campus community looking for goods and services, recreation and entertainment, additional educational and career opportunities.

### PRINT PRODUCTION SCHEDULE

(subject to change)

#### FALL SEMESTER

Publication Days	Ad Deadline ( 5 p.m.)
Aug. 29	Aug. 22
Sept. 19	Sept. 12
Oct. 10	Oct. 3
Oct. 24	Oct. 17
Nov. 7	Oct. 31
Nov. 15	Nov. 8
Dec. 5	Nov. 28

#### WINTER SEMESTER

Publication Days	Ad Deadline ( 5 p.m.)
Jan. 16	Jan. 9
Jan. 30	Jan. 23
Feb. 13	Feb. 6
Feb. 27	Feb. 20
March 19	March 12
April 2	March 26
April 16	April 9
April 30	April 23

### CONTACT US:

The Washtenaw Voice, Washtenaw Community College,  
SC 109, 4800 E. Huron River Drive, Ann Arbor, MI 48105

#### ADVERTISING

Email: [wcc.voice.advertising@gmail.com](mailto:wcc.voice.advertising@gmail.com)  
Office: 734-973-3662

#### NEWSROOM

Email: [thewashtenawvoice@gmail.com](mailto:thewashtenawvoice@gmail.com)  
Office: 734-677-5125