

# MEDIA KIT 2023-2024



## PRINT DEADLINES & SPECS

Published monthly on the 15th of every month, except during holidays and Winter/Spring/Summer breaks. Please email a print ready ad in either PDF or JPEG format to [commuterads@linnbenton.edu](mailto:commuterads@linnbenton.edu) by the end of the first week of the month. Please allow extra time for design or redesign.

## SPECIAL SERVICES

Design and redesign are easier than ever! We will design or redesign your ad for a small fee of 40% of the ad price.

## ONLINE WEB MARKETING

We can help with any of your marketing needs. Reaching over 1,200 a week with some days reaching as high as 1,000 readers a day. We have online advertising rates tailored to your needs, with prices starting at \$70 a month per placement! Payment is due upon receipt of monthly invoicing. New accounts must be paid up front.

## CIRCULATION METRICS

Distributed in Albany, Corvallis, Lebanon, and Sweet Home to a broad cross-section of many diverse customers. More than 5,000 students. Over 500 faculty and staff. As a weekly newsletter we reach an audience of ages 17 to 70. Current printed circulation for the paper is 750 papers per month. These are located throughout the community and on all of our campus locations. You have the potential to reach an audience within a radius of 35 miles, and even further online!

Check us out on social media!



[LBCommuter.com](http://LBCommuter.com)



[@LBCommuter](https://www.instagram.com/LBCommuter)

## TERMS OF PAYMENT

Please make checks payable to: The Commuter. For on campus accounts, please receipt into Account #22212-4394-07630-95065. Please include the FOAPAL number with all payments.

## POLICIES

Refunds or Credits: To be considered for credit, claims based on real damages must be made to the **Marketing Director** not more than seven days after publication. Claims are limited to the portion of the advertisement in error. Refunds or credits shall not exceed the total cost of the advertisement in error. Minor typographical errors that do not substantially change the meaning of an ad will not be automatically construed as damaging to the advertiser or to the effectiveness of the ad, and do not constitute real damages.

For questions or concerns, please contact:

Rob Priewe - Faculty Advisor  
The Commuter,  
Linn-Benton Community College  
[preiwer@linnbenton.edu](mailto:preiwer@linnbenton.edu)

For advertising related inquiries or for further information, please contact:

Chris Patterson - Marketing Director  
[chris.patterson.5795@mail.linnbenton.edu](mailto:chris.patterson.5795@mail.linnbenton.edu)

## AD RATES 2023-2024

Ad Size in Inches	Standard Price	Campus & Non Profit
Quarter Page 4.25 x 3	\$25	\$15
Half Page 8.375 x 5.4	\$50	\$30
Full Page 8.375 x 10.875	\$100	\$60
Submitted files can be scaled up or down to fit dimensions.	All magazine ads also include two weekly email newsletter ads OR an ad on the Commuter website.	

Sponsorship Level	Price (per month)	Perks
Standard	\$80	Commuter website ad and half page magazine ad
Premium	\$200	Weekly email newsletter ad space, Commuter website ad space, and full page magazine ad

The Commuter is committed to providing quality advertising at competitive pricing. All advertisements submitted to The Commuter are subject to approval by our internal design department and will be printed as received.