

# The *Clarion*

Official Student Newspaper of Sinclair College



- Pg. 1 About the Clarion
- Pg. 2 Printing Advertising
- Pg. 3 Online Advertising
- Pg. 4 Publication Schedule
- Pg. 5 Distribution
- Pg. 6 Policies
- Pg. 7 Contact Us

**Advertising  
&  
Publication  
Guide**



**2019-  
2020**

# Produced by Students For Students

## Sinclair

Founded in 1887, Sinclair is the nation's oldest continuously operating community college and offers the lowest tuition in Ohio. With more than 36,000 enrolled students, Sinclair Community College has one of the highest enrollments of all of the universities and colleges in Ohio and nearly 4,000 are employed as staff and faculty. Sinclair also has a diverse campus. Students and staff represent many different ages, cultural backgrounds and fields.

## The Clarion

The Clarion is run by students pursuing careers in fields such as journalism, visual communications, photography, sales, marketing and many more. Produced and published by students, for students, the Clarion's commitment to the student voice has been strong since its inception in 1977. Today, the Clarion provides a community forum for students, staff and faculty alike.

## Distribution

The Clarion is published every Tuesday of the fall and spring semester and includes two summer semester issues. Online exclusive content is produced in addition to the print copy.

1,500 copies of each issue are distributed weekly across our main Dayton campus, the Courseview campus in Mason and to our three affiliated learning centers in Huber Heights, Englewood and Centerville.

Approximately 120,000 individuals are engaged each year!

There are more than 40 stands and more to come soon!

**We strive to inform, interest and inspire our readers by providing factual, relevant and innovative information.**

# 326

Degree and Certificate programs offered by Sinclair

# 28,000

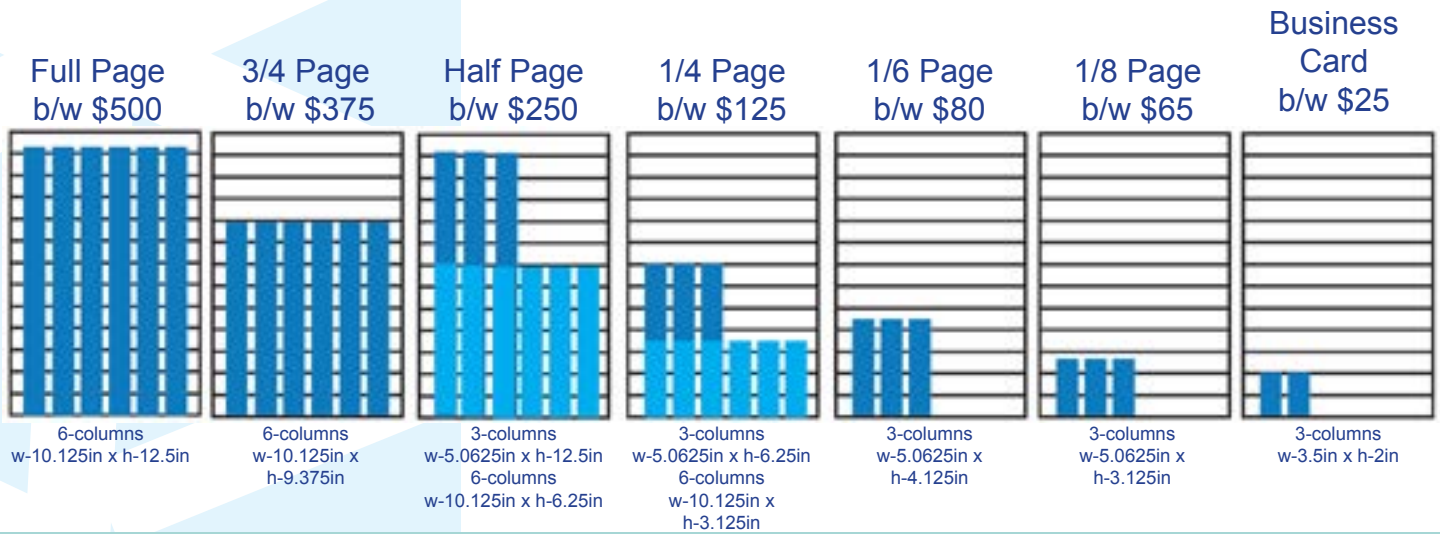
Enrolled students at the Dayton Campus at Sinclair Community College

# 3,000

Students transferring annually

# Printing Options and Sizes

The Clarion offers both display and classified advertising in our print production.



There is an additional fee applied for color. Consult our sales representative if you need an ad size that is not illustrated here. Open rate is \$7 per column inch.

## Color Options



**Gray Scale**  
Prices Listed above



**Full Color**  
Additional 20% of B/W cost



**Spot Color**  
Additional 5% of B/W or color cost

Classified Rates	Print First 5 Lines (25 words)	Print AND On-line First 5 lines (25 Lines)
Sinclair Students, Staff, and Faculty Non-Business (Shout-out)	\$4	\$6
Sinclair Students, Staff, and Faculty Business (Shout-out)	\$8	\$10
Business/ Non-Sinclair	\$14	\$16
Each Additional Word	\$0.20	-----

**NEED A DESIGNER?**  
Let us help you!  
If you are in need of someone to design your add, let our design team do it for just \$20! All the information and materials must be submitted on the reservation date.  
**Guaranteed Placement \$50**  
Back page must be in full color

**Sinclair Student Clubs and Organization Discounts**

1/6 Page \$60 3-columns w-5.065in x h-4.125in	1/8 Page \$45 3-columns w-5.0625in x h-3.125in	Business Card \$15 2-columns w-3.5in x h-2in
--	---	---

These rates are not eligible for the 20% SCC discount

### Intersections

The Clarion also accepts preprinted inserts!

- Minimum size is 4"x5", maximum is 11"x12".
- Inserts can not be printed on heavy card stock.
  - \$300 per edition.
- Each edition includes 1,500 copies.

For more insertion information, please call the Advertising Representative

**MUST BE PAID WHEN PLACED.**  
**SEE PAYMENT POLICIES FOR DETAILS ON PAGE 5.**

# Online Advertising

Web Display Ads can be reserved for as low as \$75 per week or \$180 per month

## The Clarion

Produced by Students, for Students



## Discount Options

We also offer discount options to help advertisers reach their target market while staying within budget. The Clarion Advertising Representative will help you determine the best mix of print and online advertising to meet your needs.

### •Sinclair College Discount

Sinclair faculty, staff, students and clubs/ organizations receive 20% off order total.

### •Non-Profit Discount

Non-profit organizations receive 10% off order total.

### •Clipper Discount

Each ad including a coupon, or advertising a student discount, receives 5% off!

### •Local Frequency Discount

Available only to Local Advertisers in the Greater Dayton area. This includes Montgomery, Greene and Miami counties. Place 3 or more consecutive ads and receive a discount for each ad!

**3 ads -5%**

**5 ads -10%**

**7 ads -15%**

**10 ads -20%**

### •Print and Online Bundle

Advertising in both print and Online could save you 5% or more off your order total!

### •Non-Local Frequency Discount

-Full year insertions: 25% off the year total plus free Online or print options!

-Order a classified ad to run for 3 weeks and get the fourth week free!

### 50% O for Clubs/Organizations

- \$60 off 1/6 page

- \$45 off of 1/8 page

- \$35 off of 1/10 page

- \$15 off of business card size

- Not eligible for 20% sec discount

For information about promotions and contests with the Clarion, contact our Business Manager.

# Publication Schedule

Fall 2019	Publication Date	Reservation/Ad Materials Due	Production Friday
Welcome Edition	Aug. 27	Aug. 21	Aug. 23
2 <sup>nd</sup> Edition	Sept. 3	Aug. 28	Aug. 30
3 <sup>rd</sup> Edition	Sept. 10	Sept. 4	Sept. 6
4 <sup>th</sup> Edition	Sept. 17	Sept. 11	Sept. 13
5 <sup>th</sup> Edition	Sept. 24	Sept. 18	Sept. 20
6 <sup>th</sup> Edition	Oct. 1	Sept. 25	Sept. 27
7 <sup>th</sup> Edition	Oct. 8	Oct. 2	Oct. 4
8 <sup>th</sup> Edition	Oct. 15	Oct. 9	Oct. 11
9 <sup>th</sup> Edition	Oct. 22	Oct. 16	Oct. 18
10 <sup>th</sup> Edition	Oct. 29	Oct. 23	Oct. 25
11 <sup>th</sup> Edition	Nov. 5	Oct. 30	Nov. 1
12 <sup>th</sup> Edition	Nov. 12	Nov. 6	Nov. 8
Thanksgiving Edition	Nov. 19	Nov. 13	Nov. 15

Spring 2020	Publication Date	Reservation/Ad Materials Due	Production Friday
Welcome Back Edition	Jan. 14	Jan. 8	Jan. 10
15 <sup>th</sup> Edition	Jan. 21	Jan. 15	Jan. 17
16 <sup>th</sup> Edition	Jan. 28	Jan. 22	Jan. 24
17 <sup>th</sup> Edition	Feb. 4	Jan. 29	Jan. 31
18 <sup>th</sup> Edition	Feb. 11	Feb. 5	Feb. 7
19 <sup>th</sup> Edition	Feb. 18	Feb. 12	Feb. 14
20 <sup>th</sup> Edition	Feb. 25	Feb. 19	Feb. 21
21 <sup>st</sup> Edition	March 17	March 11	March 13
22 <sup>nd</sup> Edition	March 24	March 18	March 20
23 <sup>rd</sup> Edition	March 31	March 25	March 27
24 <sup>th</sup> Edition	April 7	April 1	April 3
25 <sup>th</sup> Edition	April 14	April 8	April 10
26 <sup>th</sup> Edition	April 21	April 15	April 17
Commencement Edition	April 28	April 22	April 24

Summer 2020	Publication Date	Reservation/Ad Materials Due	Production Friday
Summer Edition 1	June 2	May 27	May 29
Summer Edition 2	July 21	July 15	July 17



# Policies

## Payment Policies

Payments to the Clarion may be made with cash, check or card payment.

### Cash:

If you are paying for an advertisement with cash, it must be made at the Bursar Office, 12-321, at our downtown Dayton Campus on 444 W. Third St.

### Check:

All checks must be made out to the Clarion and mailed to Bursar office at Sinclair.

### Card:(DEBIT/CREDIT)

We will no longer take VISA or Master Card payments by phone. Credit and Debit Card payments can be done on official payments.com. For more information ask a Clarion representative at **937-512-2744**.

## Credit Policies

- All new advertisers must repay the first three advertisements.
- All political advertisements and classified advertisements must be paid in advance of publication.
- All charges are due 30 days after the end of the month of publication (i.e. an ad in the Aug 19 edition must be paid by Sept 30).
- A service charge of 2% per month will be added on all balances left unpaid after the due date.
- Accounts with balances left unpaid 60 or more days after the due date will not be extended credit and balance must be paid before further advertising will be accepted or printed.

## Copy Policies

- The Clarion encourages responsibility and good taste in advertising, and reserves the right to refuse, reject or edit any advertisement or advertising copy.
- The Clarion reserves the right to refuse any hand-drawn advertisements, or any advertising copy that is, in the judgement of the staff, to be of poor reproduction quality.
- The Clarion will not accept any advertisement that is libelous, fraudulent, promotes academic dishonesty or violates any federal, state or local laws.
- The Clarion will not accept any advertisement that encourages discrimination against any individual or group on the basis of sex, race, age, color, creed, religion, national origin or disability.
- Advertisements using a person's name, photo or other likeness must be authorized to run by consent of person named or pictured (not including Shoutouts).
- Political advertisements must show clear endorsements, i.e. "Paid for by (advertiser)."

- Advertisements having the appearance of news must have "Advertisement" printed above, such ads must also have borders.

## Questions

For questions regarding payment processing or receipt, please contact a Bursar Representative at 937-512-2606 between 8am-6pm.

For Questions related to Clarion advertising, or payment options and instructions, please call our Advertising Representative at 937-512-2744.

# Contact Us

## Clarion Advisor

Jessica Graue  
937-512-4523  
jessica.grace@sinclair.edu

## Copy Policies

Clarion Business Team  
937-512-2744  
clarion@sinclair.edu

## Graphic Desiners

Clarion Creative Team  
937-512-4523

# Bursar Office Info

## Office Location:

Building 10  
Room 016

## Office Number:

937-512-2606

## Office Hours:

8am-5pm

## Cashier's Window Hours

Mon-Thurs. 8am-7pm  
Fri 8am-5pm

# Mailing Addresses

## Mail Insert Samples To:

The Clarion  
Sinclair Community College 444  
W. Third St.  
Dayton, OH 45402

## Send Preprinted Inserts To:

AIM Media Midwest  
4500 Lyons Rd  
Miamisburg, OH  
45342

## Mail Checks To:

Bursar Office  
Sinclair Community College  
444 W. Third St.  
Dayton, OH 45402  
(Make checks out to The Clarion)