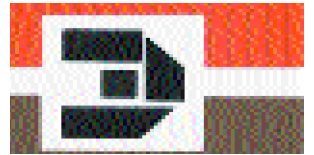


Et Cetera



Eastfield College is a member of the Dallas County Community College District (DCCCD). Educational opportunities are offered by the DCCCD without regard to race, color, age, national origin, religion, sex, disability or sexual orientation.

Publication schedule

Publication date	Ad deadline
September 21	September 14
October 5	September 28
October 19	October 12
November 2	October 26
November 16	November 9
November 30	November 23
Spring 2006	
January 25	January 18
February 8	February 1
February 22	February 15
March 8	March 1
April 5	March 29
April 19	April 12

Faculty
Our 300+ faculty, administrators and support staff are qualified, caring professionals with top-notch academic and technical credentials. Day, evening, weekend and flexible classes provide a convenient time for everyone to attend classes.

Student Population
Eastfield's student population is as diverse as the community it serves. The average age for a credit student is 28 years old (27 for females and 28 for males). With Continuing Education, ages range from less than a year to the 90's.

*Summer 2002 Statistics

Important Dates
Fall Classes Begin - August 29
Labor Day - September 5
First Fall Issue - September 21
Thanksgiving Vacation - November 24 - November 28
Finals - December 12-15
Semester Closes - December 15
Winter Vacation - December 15-January 17
Spring Classes Begin - January 17
First Spring Issue - January 25
Spring Vacation - March 13-17
Finals - May 8-11
Last Day of Class - May 11

Reach out to the Eastfield College Community

2005-06 Advertising Rates & Guidelines



Picture your ad

in 10,000 students' hands

et cetera newspaper
3737 Motley Drive
mesquite, texas 75150
phone: (972) 860-7130/7212
fax: (972) 860-7040
e-mail: etc4640@dccc.edu
www.etc.dccc.edu/etcetera/

Guidelines and Rate Information

• General Information

The Eastfield *Et Cetera* is a student newspaper published by the student publications division at Eastfield College, in Mesquite, Texas, from September through April - every two weeks - except December, January and March. The *Et Cetera* is distributed free of charge to the students, faculty, staff and community of Eastfield College, totalling a circulation of 2,300-2,500. Student population is over 10,000.

• Advertising Dimensions

The Eastfield *Et Cetera* is printed as a broadsheet (13.5" x 22.5" or 81 picas by 135 picas) on a six-column format.

Display advertisements are accepted on a 1/8-page, 1/4-page, 1/2-page and full page basis. All other ads are run on a per column wide/per inch deep basis. (see display sheet).

• Advertising Inserts

Inserts will be accepted as free-standing advertising, if it meets the ethical standards of the staff. Inserts **must** be contracted two weeks in advance and arrive four days prior to production date. Inserts will need to be shipped to the *Et Cetera*, unless instructed to send to printer.

• Web Advertising

Call the *Et Cetera* at (972) 860-7212 for more information. Classified advertising or banner advertising is available upon request.

• Payments/Billing/Tearsheets

Invoices are mailed from the business office two to three days after the issue has been published and are payable upon receipt but no more than 30 days after date of invoice. Any advertiser failing to make payment within 30 days of billing will be assessed a 5 percent late charge. Any advertiser with an account that is over 90 days late will not be allowed to obtain future advertising until past due amount has been paid in full. If an advertiser needs more than one copy or tearsheet, please indicate this when ad is placed. All ads must be paid by cash or check. All ads for \$25 or less must be paid by cash or check upon delivery of copy.

Payments are to be made payable to Eastfield *Et Cetera* and mailed to: Eastfield College, Business Office, 3737 Motley Drive, Mesquite, TX 75150. You may contact us at: (972) 860-7212 or 7130; Fax: (972) 860-7040.

• Agency Advertising

The Eastfield *Et Cetera* accepts national ads directly and through agencies. Copy requirements are the same as those for local advertisers. When ads are placed in the *Et Cetera* through agencies, the agency commission must be deducted from the national rate.

• Disk Submitted Ads

The Eastfield *Et Cetera* accepts materials submitted via e-mail in PDF format, Macintosh formatted zip cartridges or CD-ROM disks. Please contact the ad department before submitting. A proof print must be submitted with the disk.

Dimensions	Local	National	Column Widths for Ads	Display Rates
FULL PAGE - 6 COLS. x 22.5"	\$693.00	\$945.00	• 1 Column 2 - 1/4 inches	• Campus & clubs \$5.00 per column inch
HALF PAGE -6 COLS. x 11.25"	\$346.50	\$472.50	• 2 Columns 4 - 1/2 inches	• Local \$5.50 per column inch
QUARTER PAGE - 3 COLS. x 11.25"	\$173.25	\$236.25	• 3 Columns 6 - 3/4 inches	• National \$7.50 per column inch
EIGHTH PAGE - 3 COLS. x 5.625"	\$82.50	\$105.00	• 4 Columns 9 inches	• Inserts \$150 - one page*
			• 5 Columns 11 - 1/4 inches	\$250 - four pages*
			• 6 Columns 13 - 1/2 inches	\$350 - eight pages*
				\$450 - twelve pages*
				*per 1,000

Display rates are based on camera-ready copy. National rates apply to companies or agencies located out of the Dallas metropolitan area. Colleges and universities are an exception. No volume or frequency discounts offered. A 10% Pre-payment discount is available. Please call (972) 860-7130 or (972) 860-7212 for details.

Inserts:
 Maximum size – No larger than a broadsheet newspaper when folded in half
 Minimum size – No smaller than 5" x 8"

4-color/2-color:
 Color only available for full-page or half-page ads. The 4-color cost is \$300 additional and 2-color, \$150. Call before placing order.

Space reserve: Wednesday, 3 p.m. prior to publication.
Ad copy: Friday, 12 Noon prior to publication date.
Cancellation: Friday, 12 Noon prior to publication date.
Insertion order forms must be completed for all advertising. (See separate sheet for form and per inch rate sheet).