

# THE LEADER



## Media Kit 2008-09

Where Your Ads Ought To Be

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## Allow us to introduce ourselves...

Dear Prospective Advertiser,

Is your business effectively reaching the college community? Would you like to increase your access to the 18-34 year old market and the sought after buying power it represents? The award winning Elmhurst College newspaper, *The Leader*, gives you the opportunity to reach over 3,000 students, 130 faculty, and recently over 1,000 alumni and parents

Elmhurst College is about to begin yet another school year and I would like to provide you with the information you will need to know to be a successful advertiser. Our fall semester issues are specially designed to introduce the students to the western suburbs. I invite you to welcome all of our readers with an advertisement in our pages.

Advertising in *The Leader* is a great way to inform our readers of the great deals and services your business has to offer. It is also a great way

If you are interested in advertising with *The Leader*, please contact Branden or Merissa, at **(630) 617-3321** or via e-mail at **advertisingtheleader@gmail.com**. We encourage you to contact me as soon as possible so that we can begin to make the best arrangements for you and your business. We also welcome any questions and concerns that will give you a better understanding of our services and how we can benefit you.

We look forward to the opportunity to serve you and your business!

Sincerely,

Branden & Merissa  
*The Leader*, Advertising Managers  
190 Prospect Avenue  
Elmhurst, IL 60126  
Office: 630-617-3321

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## *Why Advertise with The Leader?*

- Bi-weekly advertisement to a specific demographic with high repeat readership
- Distribution of over **2,700** newspapers for every publication
- We attempt to place your ad in a specific section of *The Leader* that will best relate to your business
- Advertise in the Orientation issue by July 28 to introduce the incoming freshman and transfer students to your business. This is a great time to advertise!

### *The Leader is an Award Winning Publication*

- 2007-08 4th Place Best In Show at national competition
- 2007-08 3rd place for General Excellence at state competition
- 2006-07 1st Place for General Excellence at state competition
- 2006-07 1st Place for Photo Essay at state competition



# Pricing & Design

## Advertising in The Leader

*The Leader* is printed in a tabloid 11" wide and 17" tall. Each page has 5 columns and is 17" tall with each column being 2" wide. The following are the layouts available to you with their respective price:

<u><i>Estimated Prices</i></u>	<u><i>Frequent Advertisers Discounts</i></u>
<ul style="list-style-type: none"><li>● <b>Business Card size, 4"x 2" Page ad;</b> <b>\$25</b></li><li>● <b>1/8 Page, 4"x4" Page ad:</b> <b>\$40</b></li><li>● <b>6"x4" or 4"x6" Page ad:</b> <b>\$60</b></li><li>● <b>1/4 Page, 6"x6" Page ad:</b> <b>\$75</b></li><li>● <b>10"x8", 1/2 Page Horizontal ad:</b> <b>\$150</b></li><li>● <b>Full(10" by 16") page ad: \$300, Also Available in Color: \$400</b></li></ul>	<ul style="list-style-type: none"><li>● <b>10% Discount</b> Awarded when 5 ads are purchased</li><li>● <b>15% Discount</b> Awarded when 10 ads are purchased</li><li>● <b>30% Discount</b> Awarded when a full year of ads are purchased (14 ads)</li><li>● <b>10% Discount</b> Awarded to first time advertisers with purchase of future advertisements.</li></ul> <p><i>Discounts may not be combined with any other offers.</i></p>

## Let Us Design Your Ad

If you do not have an ad already created, *The Leader* staff can provide one for you. *The Leader* staff provides excellent creations of ads and assures your ad will run at the highest potential. A weeks notice before the layout date is required for this service. This service is provided at a cost of \$40.00 for a 6 by 4 ad, 1/8 page, or 1/4 page ad or \$75.00 for a 1/2 page or \$80.00 for a full page ads

## Pre-Printed Inserts

*The Leader* also offers your business to insert its own advertisements into the paper. The base insert rate is \$150.00 per thousand (1,000 minimum).

## Accepted Files

When designing your ad please keep in mind that we prefer to receive the exact size of the ad in PDF files with the text sent in word, but we can accept photoshop, in-design and adobe acrobat files.



# Good To Know...

## Elmhurst College Fast Facts

Full-time undergraduate:	2,400	Full time Faculty:	127
Adult Students:	270	Active Alumni	24,000
Graduate Students:	230	Population of Elmhurst	42,000
Total student body:	2,900	New Parent/Alumni Subscriptions	500+

Commuters account for 60% and 40% live on campus

<b>Production Schedule</b>		<u>Layout Due</u>	<u>Publication Date</u>
<u>Layout Due</u>	<u>Publication Date</u>	January 30	February 10
July 28	August 11*	February 13	February 24
August 29	September 9	February 27	March 10
September 12	September 23	March 6	March 17
September 26	October 7	March 27	April 7
October 10	October 21	April 10	April 21
October 24	November 4	April 24	May 5
November 7	November 18		
November 28	December 9		

\* Orientation issue

# Where Your Ads Ought To Be

For Further Information or To Place An Ad Contact:

**Branden & Merissa**

Advertising Managers, *The Leader*

190 Prospect Avenue Elmhurst, IL 60126

Phone: (630) 617-3321

E-mail: [advertisingtheleader@gmail.com](mailto:advertisingtheleader@gmail.com)

