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Current @ American River
College/Humanities Dept.
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Dear Business person:

The American River Current newspaper is looking for local advertisers. You could be one of them. We offer competitive rates for local business that advertise with us.

The American River Current circulates black & white copies of each issue, printing six issues per semester. Our paper is distributed throughout 16 points of distribution on campus and to all satellite campus locations including: Natomas/Inderkum, Ethan Way Center, Sunrise, and McClellan locations. We are consistently the highest populated campus in the Los Rios Community College District, making up half of the district's total student population — more than 40,000 students each semester.

Please be aware there are two rates for advertisers, one for local companies and one for national advertising. We also offer consecutive run discounts. We are an easy driving distance to The City, Tahoe and Reno, and would love to advertise for winter getaways (Ski/ lift ticket discounts, etc.), music/comedian tours, speaking engagements —even held at CSU Sac State or UC Davis— book signings, non-profit fundraisers, clothiers, etc.

While 42 percent of our students attend classes in the daytime, an almost equal share of students are attending evening only and day & evening classes, both. Our students range in age from under 18 years old to over 40. Our campus is a reflection of the ethnic and cultural diversity within the Sacramento valley. And Sacramento only grows larger every year. Education and job opportunities help create what Whitney Yamamura, dean of the newest AR satellite campus in Natomas called, "A virtuous circle." American River College is now in its 55th year of educating, learning and changing. The American River Current is part of that tradition.

We are student writers, editors, columnists and photographers working to build our skill level in a demanding professional industry. We write about events on our campus and events that will affect our students. While honesty of reporting and quality of writing are our paramount goals, we also would like to learn other aspects of publishing, including profitable advertising. Please see the attached sheet for advertising rates

College Statistics & Demographics

American River College is a State-funded two-year community college, part of the [Los Rios Community College District](#), which also includes Cosumnes River College, Folsom Lake College, and Sacramento City College.

ARC currently serves 40,719 students (full-time and part-time). The Los Rios district serves 153,999 students in total for 2011.

Students By Ethnicity (Fall 2011)

ETHNICITY	STUDENTS (%)
African American	10.70
Asian	8.73
Two or more races	4.08
Hispanic	14.49
Native American	3.33
Pacific Islander	3.48
White	43.92
Other	15.35

Unit Load (Fall 2011)

UNITS	STUDENTS (%)
Light (to 5.9)	48.53
Mid (6.0 – 11.9)	32.67
Full (12.0 or more)	18.80

Students By Gender (Fall 2011)

GENDER	STUDENTS (%)
Male	47.59
Female	52.41

Undergraduate Student By Age (Fall 2011)

AGE	STUDENTS (%)
24 and under	49.42
25 and over	50.58

Class Times (Fall 2011)

TYPE	STUDENTS (%)
Morning	42.10
Afternoon	22.30
Evening	21.38
Distance Learning & Unspecified	14.22

Degrees/Certificates (2009, most recent data)

TYPE	NUMBER AWARDED
Associate of Arts (A.A.)	1277
Associate of Science (A.S.)	454
Certificate	329

Ad Sizes and Rates

<i>Description</i>	<i>Width (")</i>	<i>Height (")</i>	<i>Nat'l Rate 1x \$11.50</i>	<i>Local 1x \$7.50</i>
Full Page	10" (5col)	15"	\$862.50	\$562.50
1/2 Horiz	10" (5col)	7.5"	\$431.25	\$281.25
1/4 Horiz	10" (5col)	4"	\$230.00	\$150.00
1/4 Verti	5" (2.5col)	7.5"	\$215.00	\$140.00
1/8 Horiz	5" (2.5col)	3.75"	\$107.00	\$70.00
1/16 Horiz	5" (2.5col)	2.25"	\$64.00	\$42.00

2014 Spring Ad Schedule

<u>Edition #</u>	<u>Ad Deadline/ArtDue</u> <i>Wednesday</i>	<u>Pub date</u> <i>Wednesday</i>
Edition 7	<i>February 5</i>	February 12
Edition 8	<i>February 19</i>	February 26
Edition 9	<i>March 5</i>	March 12
Edition 10	<i>March 19</i>	March 26
Edition 11	<i>April 9</i>	April 23
Edition 12	<i>April 30</i>	May 7

Advertising Agreement
Subject to future rate increases

Business name _____ Telephone _____

Business Contact _____ Fax _____
(list agency name, if applicable)

Billing address _____

City: _____ State: _____ Zip: _____

Beginning with the Edition dated _____, 20__ and ending with the issue dated _____, 20__, the undersigned advertiser agrees to purchase

_____ 1 ads _____ 4 ads _____ 6 ads _____ ad(s) in _____ weeks Ad size: _____

Run Dates: _____

In return for which advertiser will earn the rate of \$ _____ per ad or \$ _____ per column inch.

Other charges (describe) _____ \$ _____ Total contract amount \$ _____

The terms and conditions printed on the reverse side hereof are expressly incorporated in and made a part of this contract. I have read and understand the terms and conditions of this contract. By my signature below, I agree to abide by the aforementioned terms and conditions and to personally guarantee payment of all amounts required under this contract.

Advertiser's/Agent's signature: _____ Date: _____

Print name: _____ Title: _____

Method of Payment _____ Cash _____ Check _____ Money Order

Any change to this agreement must be made in writing and signed by both parties.

Advertiser's signature: _____

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TERMS AND CONDITIONS

CREDIT AND PAYMENT TERMS

Payment in advance is required from new advertisers until credit has been established.

All advertisers are invoiced bi-weekly following publication of the advertisement. Accounts are due 30 days from publication date. Overdue accounts (any past 30 days) will be charged a 1.5 percent interest rate per month (18% annually).

ACTS OF GOD

In the event of flood, fire, earthquake, strike or other emergencies this contract shall be waived for the period of time, and neither the Publisher nor the Advertiser shall be liable for damages.

If a contract is cancelled prior to fulfillment, a "Short Rate" billing will occur. "Short Rate" is defined as a billing process that occurs when an advertiser fails to complete a contract. At that point, all of the insertions that have been published at the contract price are recalculated at the frequency rate that has been earned and the advertiser is billed for the difference between the two amounts. The only time a short rate will not apply is when a contract is cancelled prior to expiration in order to write a new, longer term contract.

COPY AND CONTRACT REGULATIONS

Advertising space ordered under contract may not be used in the interest of any other than the advertiser named on the contract.

The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is sold at the time.

Failure of advertising/agency to make an insertion order correspond in price or specifications with scheduled rate is regarded as a clerical error and the advertisement is published and charged according to the schedule(s) in force without further notice. Cancellation of advertising will not be accepted after closing date (Closing date is 1 week, Wednesday, before Publication date.)

Publisher shall try, but shall be under no obligation, to give notice of rate adjustments or changes. Contract rates are subject to future rate increases.

Publisher reserves the right to revise or reject any advertisement that closely resembles editorial matter or that is deemed objectionable in appearance or subject matter or that is questionable in standard business ethics or public policy. The publisher reserves the right to insert the word "advertisement" above any copy.

Position requests are given full consideration but publisher cannot be held liable for failure to accommodate said requests.

If an error in advertising copy or size occurs which is the fault of the publisher, and the advertiser notifies publisher of said error within five working days of publication, one or any combination of the following remedies may be offered: Publisher may offer a "make good" advertisement in the next available issue following disclosure of the error; publisher may cancel charges for the portion of the advertisement rendered valueless by the error.

The publisher cannot assume further responsibility for mistakes after one or more of the remedies listed above have been employed and the advertiser expressly agrees that a contract or insertion order shall not be invalidated by mistakes. IN NO EVENT WILL THE PUBLISHER BE LIABLE FOR ANY COSTS, DAMAGES OR LOSS (INCLUDING WITHOUT LIMITATION LOSS OF PROJECTED EARNINGS) DIRECTLY OR INDIRECTLY ARISING FROM ERRORS IN ADVERTISEMENTS OR AD PLACEMENT OR FAILURE TO PUBLISH AN ADVERTISEMENT OR CIRCULATE ALL OR ANY PART OF AN ISSUE.

It is agreed that the advertiser/agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. In the event that legal action or consultation is necessary to enforce the terms of this contract, the prevailing party in the lawsuit shall be entitled to reasonable attorneys fees and costs.

Advertiser represents to publisher that advertiser and its agents, if any, have the full legal right to publish, in their entirety, all advertisements submitted for publication hereunder, including the use of copyrights, trademarks and likenesses, and by publishing any of such advertisements publisher will not violate the rights of any person or any federal, state, or local statutes or rules and regulations of any applicable federal, state or local authority, and advertiser agrees to indemnify publisher, and hold it harmless from and defend it against, any losses, expenses, suits or claims (and any and all costs and claims, including without limitation, attorney's fees) which publisher may incur and which arise out of the publication by it of any such advertisements, including, without limitation of the foregoing, any claims of libel, violation of rights of privacy, plagiarism, unfair competition of trade practices, or copyright and/or trademark infringement.

Advertisements produced by the publisher shall be the publisher's property and may not be reproduced or otherwise used by the advertiser, or by other publications, without the publisher's prior written consent. This writing contains all of the terms and conditions of the agreement. No other representations, whether oral or written, shall be deemed enforceable unless appearing on the face of

this document. No changes can be made to the terms and conditions of this agreement without the authorized signature of both parties. By signing the front of this contract, you are agreeing to the above terms and conditions.