

Common ad size examples (Sizes not to scale)		Full Page Ad 7x10
3 x 7 \$63	3 x 6 \$54	
3 x 2 \$18	4 x 2 \$24	
3 x 3 \$27	4 x 3 \$36	

Fall Semester

Ad Deadline

1. Sept. 12, 2018
2. Oct. 3, 2018
3. Oct. 31, 2018
4. Nov. 14, 2018

Publication Date

1. Sept. 24, 2018
2. Oct. 15, 2018
3. Nov. 12, 2018
4. Dec. 3, 2018

Spring Semester

Ad Deadline

5. Feb. 6, 2019
6. Feb. 27, 2019
7. April 3, 2019
8. April 24, 2019

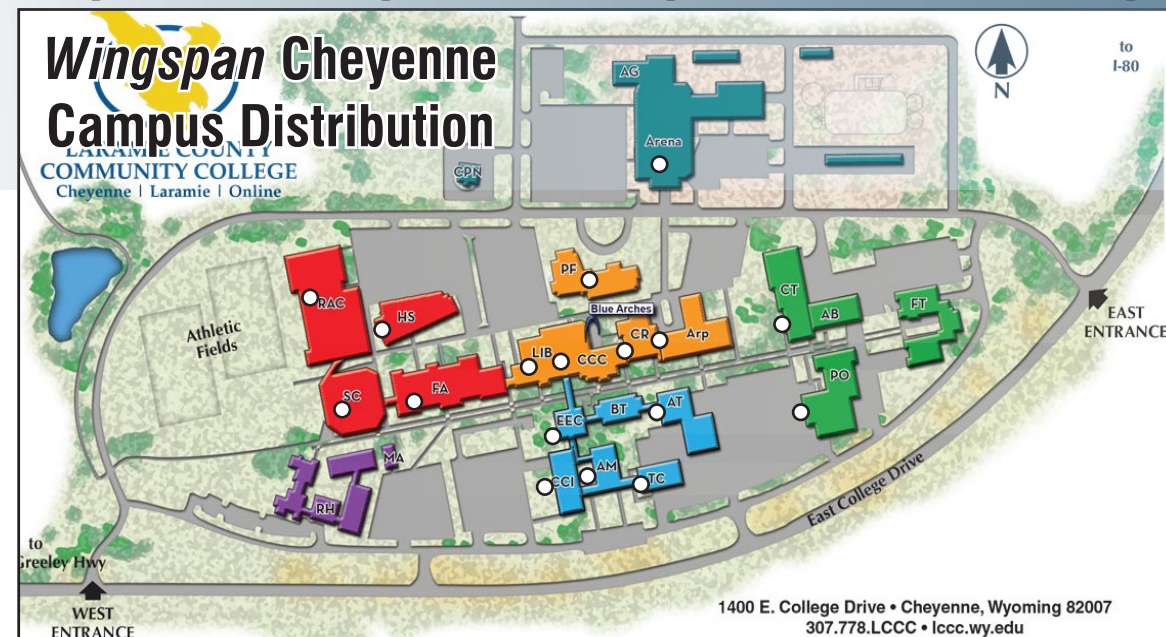
Publication Date

5. Feb. 18, 2019
6. March 11, 2019
7. April 15, 2019
8. May 6, 2019

2018-19

Ad Rate Card

Total press run is 1,000 copies distributed to specific locations on and off campus



Wingspan

Laramie County Community College

Off Campus Locations

- Paramount Cafe
- Crooked Cup
- Flippers Arcade
- Dad's Cafe
- Coffee Depot

Laramie County Community College Wingspan

Advertising Rates and Information

Fine Arts Building, Room 155
Laramie County Community College
1400 E. College Drive
Cheyenne, WY 82009

Phone: 307-778-1304
Fax: 307-432-7878
Email: wingspan@lccc.wy.edu

See our website at LCCCWingspan.com

Info *Wingspan* Student Media covers news and events for the Laramie County Community College campus and the Cheyenne community through its award-winning newspaper, TV station, website, social media and more.

Wingspan is read by more than 5,000 faculty, students and staff members each month. The paper is distributed across the LCCC campus in Cheyenne and to the outreach campuses in Pine Bluffs and Laramie.

Wingspan has been nationally recognized for its reporting, headline writing, design, photography and editing. The paper consistently wins top awards from the Associated Collegiate Press, the Society for Professional Journalists and the American Copy Editors Society while often competing against four-year university programs.

Advertising revenue is used to support student learning opportunities, including travel to national and regional conventions.

Single Page: 9.625 inches wide, 10 inches tall.
7-column tabloid format page (\$210)

Columns	Inches
1	1.232
2	2.631
3	4.030
4	5.429
5	6.827
6	8.226
7	9.625

Newspaper Dimensions

Advertisers

Wingspan will accept logos on business cards, previous ad slicks, and electronic files. Electronic files can be mailed to the *Wingspan* email. Ad size, adjustments and design services are available. A final copy of the ad design will be emailed or faxed to the advertiser for approval. Advertisers agree to be bound by all policies published in the current advertising contract.


Freestanding inserts (FSI)

Free standing inserts (FSI) may be purchased for any of the eight issues with a basic rate of \$300 for preprinted documents.

Ads are sold only in column/inch, \$3 a column inch. Ads can be no less than 2 columns by 2 inches, totaling \$12. Full color may be purchased for \$200.

Ad requirements

Publication schedule

 Date issue comes out
Bold indicates ad deadline

September							October								
						1									
2	3	4	5	6	7	8		1	2	3	4	5	6		
9	10	11	12	13	14	15	7	8	9	10	11	12	13		
16	17	18	19	20	21	22	14	15	16	17	18	19	20		
23	24	25	26	27	28	29	21	22	23	24	25	26	27		
							28	29	30	31					
November							December								
						1									1
						2	2	3	4	5	6	7	8		
4	5	6	7	8	9	10	9	10	11	12	13	14	15		
11	12	13	14	15	16	17	16	17	18	19	20	21	22		
18	19	20	21	22	23	24	23	24	25	26	27	28	29		
25	26	27	28	29	30		30	31							
February							March								
						1									1
						2									2
3	4	5	6	7	8	9	3	4	5	6	7	8	9		
10	11	12	13	14	15	16	10	11	12	13	14	15	16		
17	18	19	20	21	22	23	17	18	19	20	21	22	23		
24	25	26	27	28			24	25	26	27	28	29	30		
April							May								
						1									1
						2									2
						3									3
						4									4
						5									
						6									
7	8	9	10	11	12	13	5	6	7	8	9	10	11		
14	15	16	17	18	19	20	12	13	14	15	16	17	18		
21	22	23	24	25	26	27	19	20	21	22	23	24	25		
28	29	30					26	27	28	29	30	31			