

Eastfield College Student Media

Rate Card
2019 -2020



About Us

The Et Cetera is the national award-winning student newspaper published by the Student Media Department at Eastfield College.

We were founded, along with the college, in 1970.

The Et Cetera team publishes 13 print issues each academic year plus a new student guide, The Eastfield Experience, every July. Our digital team updates our website, eastfieldnews.com, and social media accounts year round.

We provide comprehensive coverage of our campus and community as well as in-depth stories about issues that affect our college's students and employees.

National Awards

We are a three-time winner of the National Pacemaker Award for Excellence in Collegiate Journalism.

Our organization has won multiple national awards throughout the years including: The Pinnacle Award, Best of Show Newspaper, Comics, Editorial Cartooning, Advertising, Sports Feature Photo and more.

State Awards

Texas Intercollegiate Press Association

First Place Best of Show Newspaper - 2018

First Place Overall Excellence Website - 2018

We've also placed first in 18 other competitive categories.

Texas Community College Journalism Association

Journalist of the Year, James Hartley (2018)

Sweepstakes Award (2012, 2013, 2014, 2015, 2016)

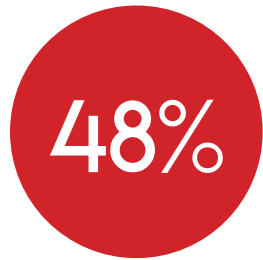
First Place Overall Excellence Newspaper (2013, 2015, 2016)

You can see a full list of our achievements here.

eastfieldnews.com/about-us/

Get to Know EFC

Our Student Body



Hispanic/Latino



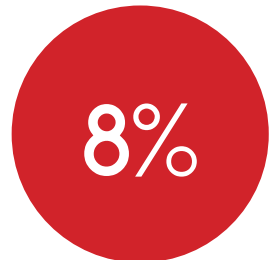
White



Black/African



Asian



Other

1

Main
Campus

244

Acres

13

Buildings

1

Community
Campus in
Pleasant Grove

16,165

Enrollment
Fall 2017

51%

Enrollment
Growth since
2008

28%

Full-Time

72%

Part-Time

23

Average Age

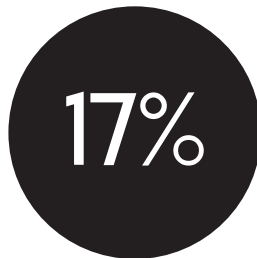
25%

Dual Credit

How Our Students Take Classes



Face-to-face only



Face-to-face
and online

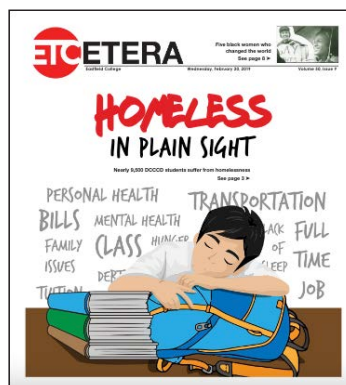
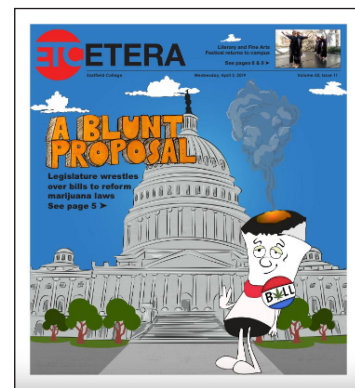
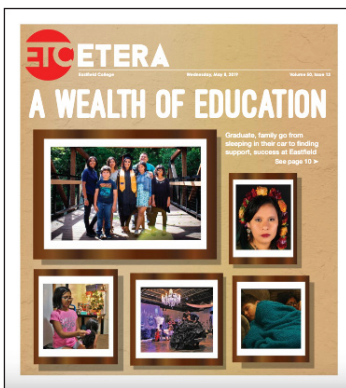


Online only

Publishing dates and Ad due dates

Spring 2020

ISSUE NUMBER	PUBLICATION DATE	AD MATERIALS DUE
Issue 1	Feb. 5	Jan. 31
Issue 2	Feb. 19	Feb. 14
Issue 3	Mar. 4	Feb. 28
Issue 4	April 8	April 3
Issue 5	April 22	April 17
Issue 6	May 6	May 1



Size and Cost

Eastfield College Rates

Full Page (10.4" x 11.5")	\$250
Half Page, Horiz. (10.375" x 5.1")	\$150
Half Page, Vert. (5.1" x 10.9")	\$150
Quarter Page (5.1" x 5.25")	\$75
Eighth Page (5.1" x 2.875")	\$25
Club Ad (5.1" x 2.875")	\$10
Two-Page B/W (20.8" x 11.5")	\$1,250
Two-Page F/C (20.8" x 11.5")	\$1,600

Texas Business Rates

Full Page (10.4" x 11.5")	\$550
Half Page, Horiz. (10.375" x 5.1")	\$275
Half Page, Vert. (5.1" x 10.9")	\$275
Quarter Page (5.1" x 5.25")	\$150
Eighth Page (5.1" x 2.875")	\$100
Two-Page B/W (20.8" x 11.5")	\$1,250
Two-Page F/C (20.8" x 11.5")	\$1,600

Inserts

- 2,000 copies up to 10"x11"
- One page: \$600
- Four pages: \$800
- 12 pages: \$1,200

Discount

- Place ads for full semester (six Issues): base price of the final ad is free.
- Commitment for full semester is required before first issue publishes.

Color

- One color: \$100
- Two colors: \$150
- Full color: \$300

Note: The Et Cetera is printed as a tabloid (11.125" x 12.5")

Examples of Actual Ad Sizes

Full Page
(10.4" x 11.5")



Half Page, Horiz.
(10.375" x 5.1")



Half Page, Vert.
(5.1" x 10.9")



Quarter Page
(5.1" x 5.25")



Club/Eighth Page
(5.1" x 2.875")



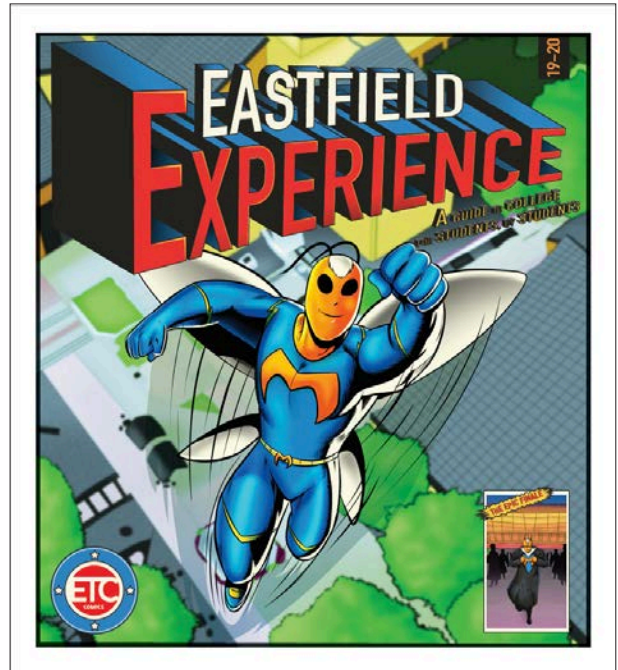
Quarter Page
(5.1" x 5.25")



The Eastfield Experience

The **Eastfield Experience** is a newcomer's guide to the college. This annual edition includes information for new and returning students: department and service guides, advising and academic advice, profiles of programs, activities and extracurriculars, a who's who of administrators, plus much more. It publishes in mid-July and is distributed on campus to every new student during registration and orientation. It stays on our news racks throughout the year. Eastfield's recruiters use it off-campus, handing it out at college fairs and high schools.

Ad prices are the same as a regular edition of the newspaper, but The Experience has wider reach, a longer shelf life and increased press run. Plus, full color is FREE.



Texas Business Rates

Full Page	\$550
Half Page, Horiz.	\$275
Half Page, Vert.	\$275
Quarter Page	\$150
Eighth Page	\$100
Business Card	\$25

Discounts

Place an ad in the Experience, receive a 10% discount on fall semester ads.

Design/Layout

\$30 per hour for non-camera-ready art.

Discounts

Reservations: June 28, 2019

Ad art: July 10, 2019

Cancellation: July 5 or full amount will be due.

Bonus

All ads will appear in full color at no extra charge.

Note: The Et Cetera is printed as a tabloid (11.125" x 12.5")

The Et Cetera Distribution Points

N

- » Upstairs(1) to the right of 220.
- » Downstairs(1) across from the bookstore.

C

- » Upstairs (3)
- » Downstairs (5)
- » Three in the Hive, and two next to each main entrance.

S

- » Upstairs(1) by the elevator.
- » Downstairs(1) by the main entrance.

L

- » Upstairs(1) in the Library.
- » Downstairs(1) near the C bldg entrance.

F

- » Upstairs(1) just past the gallery.
- » Downstairs(1) near entrance by L building.

P

G

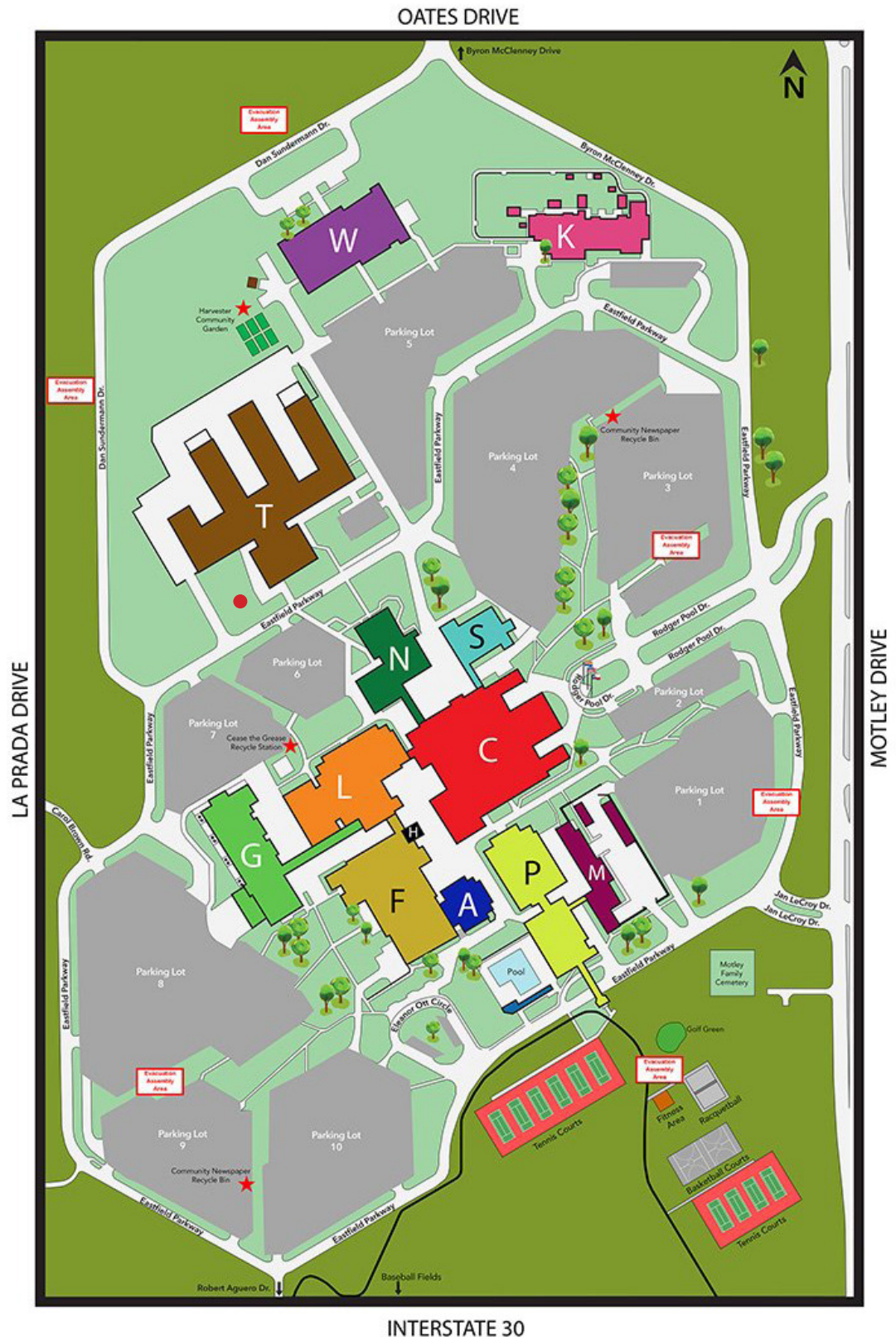
- » Upstairs(2).
- » Downstairs(3).

T, W, & K

- » One rack each.

Pleasant Grove Campus

- » One rack.



MOTLEY DRIVE

Web Rates and Web Traffic

Banner at Top of Page
(468 x 60 Pixels)

Cost

Texas Business Rates

\$80/Month

Campus Rates

\$60/Month

Box Ad on Side Menu
(280 x 200 Pixels)

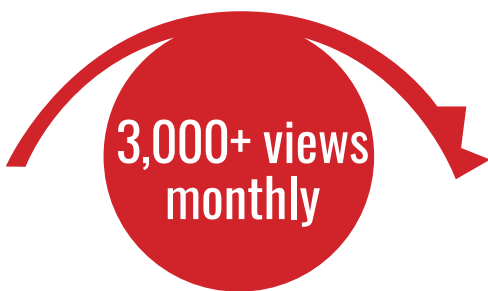
Cost

Texas Business Rates

\$65/Month

Campus Rates

\$45/Month



5 Social
Media

Best Overall
Website Award



Awarded the Best Overall Website by the Texas Intercollegiate Press Association, we are proud of how our website **eastfieldnews.com** has grown.

We average more than 3,000 views each month during the spring and fall semesters with spikes during the beginning and middle of each semester.

Our students maintain the **eastfieldnews.com** themselves year round, and also push content out to 5 different social media platforms including Twitter, Facebook, SnapChat, Instagram and YouTube.

Policies

Deadlines

Submissions are due one week prior to publication

Design/Layout

\$30 per hour for non-camera ready art.

Cancellation

Cancellations must be submitted by the Friday prior to publication or the full amount of the ad will be due.

Advertising Inserts

Inserts will be accepted as free-standing advertising if they meet the ethical standards of this publication. Inserts must be reserved two weeks in advance and arrive at the printer four days prior to publication date.

Payment and Billing

- Invoices are mailed the Monday after the issue is published and are payable no more than 30 days after receipt.
- Unpaid invoices will be assessed a 5 percent late charge after 30 days.
- Accounts more than 90 days past due will have their advertising privileges suspended until the account is brought current.
- Advertisers requiring more than one tear sheet should indicate that when ordering.
- Mail payments to the Eastfield College Business Office.

Note: The Et Cetera accepts ad materials in PDF/TIFF/JPEG formats via e-mail at advertisingefc@dccd.edu

Contact

Elizabeth Langton

Student Publications Manager

Submissions are due one week prior to publication

Lori Dann

Faculty Advisor

E: LoriDann@dcccd.edu

P: 972-860-7290

Sarah Sheldon

Student Media Manager

E: SarahSheldon@dcccd.edu

P: 972-860-7389

Advertising Manager

E: advertisingefc@dcccd.edu

P: 972-860-7104

Address

3737 Motley Drive
Mesquite, TX 75150

Social Media Channels

    TheEtCetera

 [TheEtCeterea](http://TheEtCeterea.com)

