



**“What a great deal!
Advertise in 8 issues,
get the last issue FREE!”**

*Advertise for the entire semester - 8 issues - and receive the last ad free.**

*Free Ad will be of equal or lesser cost of the smallest ad placed

Facts about Owens

- Owens ranks as the fastest-growing community college of its size in the United States by Community College Week, a national newspaper serving community, technical and junior colleges.
- Owens Community College is the fastest-growing college in Northwest Ohio with 29 consecutive semesters of enrollment growth.
- On the Toledo-area and Findlay-area campuses, Owens serves more than 44,000 credit and non-credit students annually, making it *Northwest Ohio's #1 Choice* in higher education.
- The average age for Owens students is 27, with 62.8% of students residing in Lucas and Wood counties.
- 51.6% of students are male
- 48.4% of students are female
- 37% of students attend full-time
- 63% of students attend part time
- 42.6% of students take evening classes
- 85.3% of students enroll in associate degree programs
- Owens is conveniently located five minutes south of downtown Toledo.

Information based on Fall Semester 2004 enrollment demographics.

Advertising Rate Information

Page Sizes	Rates	Inhouse*
Full Page Back: 4 Color Must use CMYK color	\$700	\$525
Full Page Inside Inside pages must be black & white	\$600	\$450
Half Page Vertical or Horizontal	\$300	\$225
Quarter Page	\$150	\$110
Business Card Size 3 1/2 x 2 inches	\$20	\$20
Per Column Inch A column inch is 2.3 inches wide	\$7	\$7

* Inhouse rates are only available to organizations within Owens Community College that are able to transfer funds through the Banner system.

Mechanical Information

The Owens Outlook is printed in broadsheet format containing five 2.3 inch columns per page. The live area is 11.625 inches by 21 inches

Circulation

The Owens Outlook distributes 5,000 copies of each issue. The newspaper is available to students for free at 25 locations on the Toledo and Findlay campuses.

Classified Ad Rates

Classified Ads cost a minimum of \$5 and can contain up to 20 words, with a charge of 25¢ for each additional word. Classified Ads must be received one week prior to publication date.

Ad Specifications

All advertisements submitted to The Owens Outlook must be saved as either an Adobe Acrobat (pdf) file or a jpg file at 600 dpi. If sending a pdf, please include all fonts.

Frequency

Frequency rates may apply. Contact the Advisor to develop a semester-long contract.

Advertisement Design

All advertisements must be designed by the client. Currently, The Owens Outlook does not offer advertisement design.

Publication Dates/Deadlines

8 issues per semester - bi-monthly

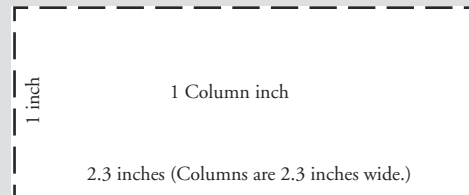
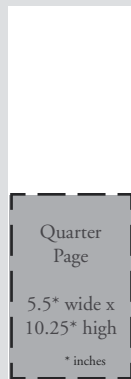
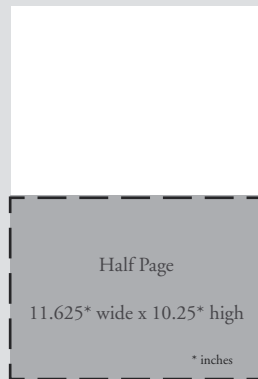
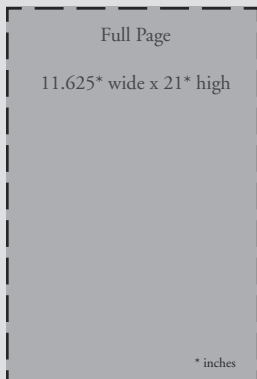
Publication Date (On Campus)	Reservation Deadline (Ad space must be reserved by)
January 21, 2005	January 10, 2005
February 4, 2005	January 24, 2005
February 18, 2005	February 7, 2005
March 4, 2005	February 21, 2005
March 18, 2005	March 7, 2005
April 1, 2005	March 21, 2005
April 15, 2005	April 4, 2005
April 29, 2005	April 18, 2005

E-mail ads to news@owens.edu

Advertising Policies

- All advertising will be subject to approval by The Owens Outlook editors. Any advertisements that are discriminatory, degrading or insulting on the basis of race, creed, sex or national origin will not be published.
- Placement requests within the paper are accepted but will not be guaranteed.
- All questions regarding charges or credits must be directed to the Advisor/Advertising Manager. Any adjustments made by sales representatives are not authorized and will not be honored unless approved prior to the scheduled deadline.

The Owens Outlook P.O. Box 10,000 Toledo, OH 43699-1947 Attn: Kylee Broughton	Newsroom: Block Student Newsroom SHAC 156 (567) 661-2606 phone (567) 661-7667 fax
Advertising: Kylee Broughton, Advisor (567) 661-2774 phone (567) 661-7667 fax	E-Mail: news@owens.edu
	Website: www.owens.outlook.com



To Determine Per Column Inch Rate Charges

Multiply the number of columns by the number of inches deep your ad runs. Then multiply that

number by the Cost per Column Inch. (See Ad Rates above.)

Example:
3 Columns wide x 2" high = a 6" ad
6" x \$7 per column inch = \$42.