

# The Pathfinder

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ADVERTISING RATES

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## *The Pathfinder*

Lewis-Clark State College  
500 8th Avenue  
Lewiston, Idaho 83501

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Lewis-Clark State College was founded in 1893 and is located at Lewiston, Idaho where two rivers (Snake and Clearwater), two cities (Lewiston and Clarkston), and two states (Idaho and Washington) come together. We have over 4000 students.

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Ad Manager: Nathan Lumper  
Editor: Jed Maynes  
Advisor: Brian Beesley

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Advertising: 208-792-2470  
News: 208-792-2569  
Fax: 208-792-2082  
Web: [www.lcsc.edu/pathfinder](http://www.lcsc.edu/pathfinder)  
Email: [pathfinderbusmgr@lcmail.lcsc.edu](mailto:pathfinderbusmgr@lcmail.lcsc.edu)

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## Publication Schedule

The Pathfinder is published every Wednesday during the Fall/Spring semesters and 1000 copies are distributed to over 20 campus and city locations.

<u>Fall 2010</u>	<u>Spring 2011</u>
Aug. 23	Jan. 12, 19, 26
Sept. 1, 8, 15, 22, 29	Feb. 2, 9, 16, 23
Oct. 6, 13, 20, 27	Mar. 2, 9, 23, 30
Nov. 3, 10, 17	Apr. 6, 13, 20, 27
Dec. 1, 8	May 4

## 2010-2011 Display Advertising Rates

### Discounts (national and local):

Run same ad 3-7 times-----10% off  
Run same ad 8-12 times-----15% off  
Run same ad 13-22 times-----25% off  
Run same ad 23-30 times-----35% off

Campus-Affiliated: 25% discount for campus organizations, students and staff. LCSC sponsors and donators also qualify.

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## Mechanical Requirements

Format: Tabloid  
Columns: 5  
Page Depth: 10.5"  
One-Column Width: 1.75"

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## Common Sizes: (Width x Depth)

Full Page: 9.75" X 10.5"  
Half Page: 9.75" X 5.25" or 4.87" X 10.5"  
Quarter Page: 5.25" X 5.25"  
Eighth Page: 5.25" X 2.63

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## Common Prices

Inserts:	\$120 (1,000 provided by advertiser)
Full-page ad:	\$320
Half-page ad:	\$176
Quarter-page ad:	\$96
Eighth-page ad:	\$48
PCI:	\$5.60