Publication Rates and Dates 2016 - 2017

Term I Dates:

**Deadline**
- July 22
- August 31
- September 9
- September 23
- October 4
- October 18
- November 11

**Publication**
- August 23
- September 13
- September 27
- October 11
- October 25
- November 8
- November 22

Ad sizes and costs

<table>
<thead>
<tr>
<th>Size</th>
<th>Single Ad</th>
<th>6 or more Ads (each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classified**</td>
<td>$15.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$125.00</td>
<td>$100.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$200.00</td>
<td>$150.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$350.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>Full page</td>
<td>$475.00</td>
<td>$400.00</td>
</tr>
</tbody>
</table>

* Full-color ads available for an additional $100
** No more than thirty (30) words

Contract Information

A contract is for ads placed in six or more editions during the 2016-2017 school year (August 2016–April 2017). Ads do not have to run consecutively.

Publication and billing information

The Observer is a full-color, tabloid, 5 columns x 224 lines (10 x 16”), published twice monthly on Tuesdays during Terms I and II.

Ads should be e-mailed to Jennifer Shapiro at jshapiro@broward.edu. Ads must be output-ready, 300 DPI resolution in PDF or JPG files. All ads can be printed in full-color for an additional $100, otherwise they will be printed in black and white. Specific positioning may be available upon written request. There is a 15% surcharge for special positioning.

The Observer offers ad design starting at $50 depending on the size, complexity, and number of times the ad will run.

On approved credit, all accounts are payable within thirty (30) days.
We reserve the right to alter any files received if they vary from established size requirements.
All rates and conditions are subject to change without notice.

Term II Dates:

**Deadline**
- December 16
- January 13
- January 27
- February 10
- March 10
- March 31

**Publication**
- January 17
- January 31
- February 14
- February 28
- March 21
- April 19