

30th School Year!

STUDENT GUIDE

VISUALINK
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ADVERTISING INFORMATION & RATES 2009-2010

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The University Market

STUDENT GUIDE ENTERS ITS 30TH YEAR serving our campus communities. After experiencing unprecedented growth the University is now following a new plan which calls for enrollment to expand further.

STUDENT SPENDING IN SANTA CRUZ COUNTY is at an all-time high. Students will spend more than \$479 million in our community during the academic year. Including faculty, staff and campus visitors the **TOTAL COMBINED EXPENDITURES OF ALMOST \$1 BILLION** make the University market one that continues to become increasingly rewarding to local businesses which succeed in attracting customers from the University.

STUDENT GUIDE publishes 8,000 copies per issue 3 times a year; Fall, Winter and Spring. Student Guide is distributed in the dormitory mail

rooms at UCSC and on the campus in locations where students congregate. Copies are also distributed at Cabrillo College, to our advertisers and to other high traffic locations in the county. Complete with full-length feature articles, profiles of professors, students and alumni, and a full quarter's calendar of events, Student Guide keeps students informed and entertained during the entire school year.

YOUR BUSINESS DESERVES ITS SHARE of the valuable college market. New students and other members of the campus community are about to establish buying patterns which will remain with them during their college years and, in many cases, beyond. Get them into the habit of patronizing your business at the beginning of the school year and keep them in the habit all year long by advertising in Student Guide.

Advertising Rates

Black and White	Single	School Year
Back Cover	\$1059.00	\$949.00
Inside Front Cover	\$981.00	\$868.00
Full Page	\$894.00	\$794.00
2/3 Page	\$691.00	\$589.00
Mini Page	\$652.00	\$556.00
1/2 Page	\$597.00	\$497.00
1/3 Page	\$429.00	\$379.00
1/4 Page	\$385.00	\$349.00
1/6 Page	\$269.00	\$239.00
Coupon	\$221.00	\$199.00

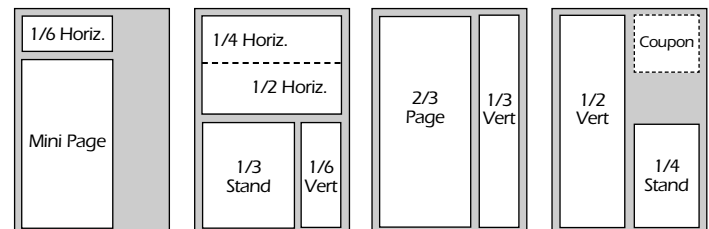
4 Color Advertising

Full Page	\$200.00
2/3 Page	\$175.00
Mini Page	\$175.00
1/2 Page	\$150.00
1/3 Page	\$125.00
1/4 Page	\$100.00
1/6 Page	\$75.00 (if available)
Coupon	\$50.00 (if available)

Add color rates to the appropriate rate for space.

Ad Sizes

Full Bleed	11 1/4" x 16 1/2"
Full Page	9 1/2" x 14 5/16"
2/3 Page	6 3/16" x 14 5/16"
Mini Page	6 3/16" x 10 11/16"
1/2 Vert	4 5/8" x 14 5/16"
1/2 Horiz	9 1/2" x 7"
1/3 Vert	2 15/16" x 14 5/16"
1/3 Standard	6 3/16" x 7"
1/4 Standard	4 5/8" x 7"
1/4 Horizontal	9 1/2" x 3 5/16"
1/6 Vert	2 15/16" x 7"
1/6 Horiz	6 3/16" x 3 5/16"
Coupon	4 3/8" x 3"



Dates & Deadlines

	Fall 2009	Winter 2010	Spring 2010
Distribution:	Sept. 24	Jan. 5	March 29
Space Deadline:	Aug. 27	Nov. 11	Feb. 12
Copy Deadline:	Sept. 3	Nov. 25	Feb. 26