

THE FALCON TIMES

THE STUDENT NEWSPAPER OF MIAMI DADE COLLEGE NORTH CAMPUS SINCE 1961

College Enrollment: 170,000 students annually

Campus Enrollment (Fall 2009): Approx. 34,000

Distribution: 3,000 copies

Falcon Times – Newspaper & Advertising Dates 2010-2011

ISSUE #	AD DEADLINE	SEND TO PRINT	ON RACK
ISSUE 1	8/5	8/12	8/16
ISSUE 2	08/26	9/2	9/6
ISSUE 3	9/9	9/16	9/20
ISSUE 4	9/23	9/30	10/4
ISSUE 5	10/7	10/14	10/18
ISSUE 6	10/21	10/28	11/1
ISSUE 7	11/5	11/10	11/15
ISSUE 8	12/2	12/9	12/13
ISSUE 9	1/6	1/13	1/17
ISSUE 10	1/20	1/27	1/31
ISSUE 11	2/3	2/10	2/14
ISSUE 12	2/17	2/24	2/28
ISSUE 13	3/3	3/10	3/14
ISSUE 14	3/17	3/24	3/28
ISSUE 15	3/31	4/7	4/11

Print Advertising Rates – Each Publication

Ad Size - Inches	BW (\$4.50 per inch)	Color (BW+\$75.00)
Full Page - 10"x16"	\$720	\$795
2/3 - 7"x16"	\$504	\$579
1/2 - 10"x8" or 5"x16"	\$360	\$435
1/4 - 5"x8"	\$180	\$255
1/8 - 5"x4	\$90	\$165

Print Advertising Discounts

1 Semester	5%
2 Semesters	10%
1 Semester + Summer	7%
2 Semesters + Summer	12%
Advertising in both publications	5%

Online Advertising

Online advertising is free, but is only available with a purchase of a print ad. Please email a jpeg image of either of the following sizes in order to redeem your free online banner:

Size	Dimensions
-Leader Board	728 x 90 pixels
-Skyscraper	160 x 600 pixels

Flyer Distribution

\$75.00 for every 500 flyers you send us.

Distribution Locations

Honors Campus & Library, Math & Natural Sciences Dept., Foreign Language Dept., Falcon Times & Student Life. Law Center & Computer Dept., English & Business Dept., Display Racks, Admissions/Registration Dept.

*Please note that we do not print flyers, we only distribute.

To book an ad, please contact:

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