
THE REARGUARD

A MONTHLY ALTERNATIVE

2009-2010 Advertising Information
& Rates

A  Portland State
UNIVERSITY
PUBLICATION

We are a progressive monthly publication with an emphasis on news, politics, art, and culture as it pertains to Portland State University students, staff and faculty. Our vision is to provide a voice for the unrecognized, oppressed, and marginalized.

Your business with us helps to fund our cause, and contributes to the quality of experience for everyone at PSU.

Online Advertising

Our newly redesigned site has an exponentially expanding online readership. Contact us for more information regarding traffic volumes and rates.

Classifieds

Jobs, Wanted, Personals, For Sale and more. Place your classified ad online for free at www.therearguard.org/classifieds.html, or in print for only \$10/issue.

(Up to 25 words, + \$.10 each addtl word.)

Inserts

Preprinted inserts are a unique way of reaching customers. Upon delivery, your inserts can be included in our monthly publications for only \$200 per 1000.

Events

Our last page community events calendar is also posted online. Announce your upcoming events for free.

Special Services

Graphic Design services are included with purchase of a printed or online ad. Color ads: add \$150 surcharge per issue. Back page placement: contact us for details.

Deadlines

Space reservation/copy: 5 days before publication
Insert delivery: 7 days before publication
Events: Email submission 2 weeks prior to publication.

See our print schedule for actual dates.
(Reverse side. Dates are subject to change, though rare.)



www.therearguard.org

Portland State University | Smith Memorial Student Union room S21 | P.O. Box 347, Portland, OR 97207-0347

Print Schedule

O	27	28	29	30	1	2	3
C	4	5	6	7	8	9	10
T	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	31
N	1	2	3	4	5	6	7
O	8	9	10	11	12	13	14
V	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
D	29	30	1	2	3	4	5
E	6	7	8	9	10	11	12
C	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
J	27	28	29	30	31	1	2
A	3	4	5	6	7	8	9
N	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
F	31	1	2	3	4	5	6
E	7	8	9	10	11	12	13
B	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
M	28	1	2	3	4	5	6
A	7	8	9	10	11	12	13
R	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
A	28	29	30	31	1	2	3
P	4	5	6	7	8	9	10
R	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	1
M	2	3	4	5	6	7	8
A	9	10	11	12	13	14	15
Y	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
J	30	31	1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30			

Ad Rates and Sizes

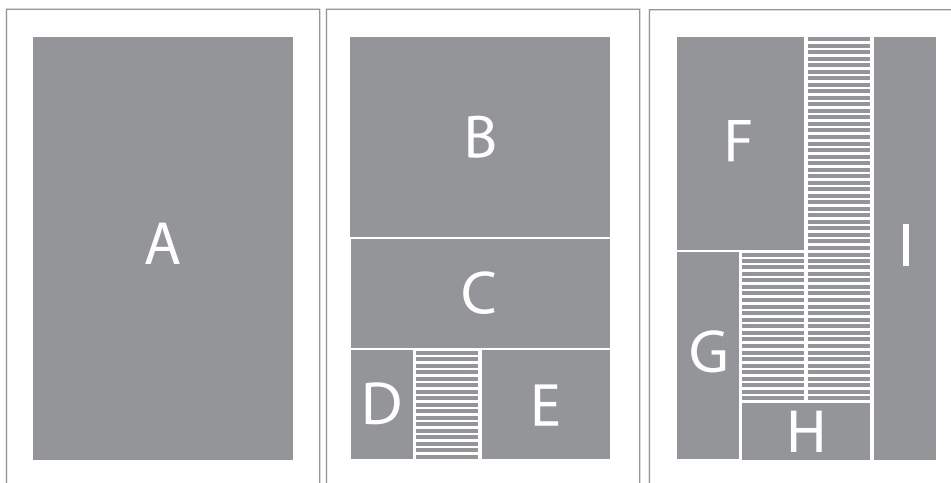
(See diagrams below for size comparisons)

	1 mo.	3 mo.	6 mo.
(A) Full page, 10.25" x 16"	\$600	\$1440	\$2300
(B) Half page, 10.25" x 8"	300	720	1150
(C) Quarter page, 5" x 8"	150	360	580
(D) Vertical business card, 2.25" x 4"	55	130	210
(E) Eighth page, 5.25" x 4"	80	140	225
(F) Vertical quarter page, 5.25" x 8"	150	360	580
(G) Vertical eighth page, 2.25" x 8"	80	140	225
(H) Business card, 5.25" x 2"	55	130	210
(I) Vertical quarter page, 2.25" x 16"	150	360	580
Back page (color)	Contact us for details		

Online Rates

Horizontal color banner, 900 x 125 px	Contact us for details
Vertical color banner, 100 x any px	Contact us for details

Sizes are approximate



Contact and Billing Information

Sales office: 503-725-2965 Fax: 503-725-4534

Send your .pdf, .jpg, or .swf ad files to advertising@therearguard.org. Send event information to news@therearguard.org.

We accept Mastercard, Visa, and check or money order. Payment for services must be received prior to publication dates. Net terms are available for qualified entities. Contact us for more information regarding terms.

For promotional rates and more opportunities, such as event sponsorships, service reviews, articles and more visit www.therearguard.org/promote.html.