



# The Reporter

THE STUDENT NEWSPAPER AT MIAMI DADE COLLEGE



Media Kit 2024-2025



*The Reporter* is the student publication distributed at all eight Miami Dade College's campuses which are: Hialeah, Homestead, Kendall, Medical Center, North, Padrón, West, and Wolfson campuses.

**To book an ad**, please contact ***The Reporter's*** advertising team at (305) 237-7657 or thereporteradvertising@gmail.com

**Manolo Barco**, Media Adviser: (305) 237-1255 | mbarco@mdc.edu

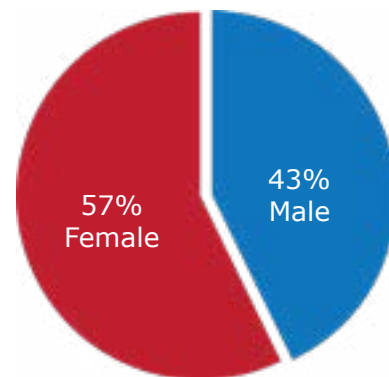
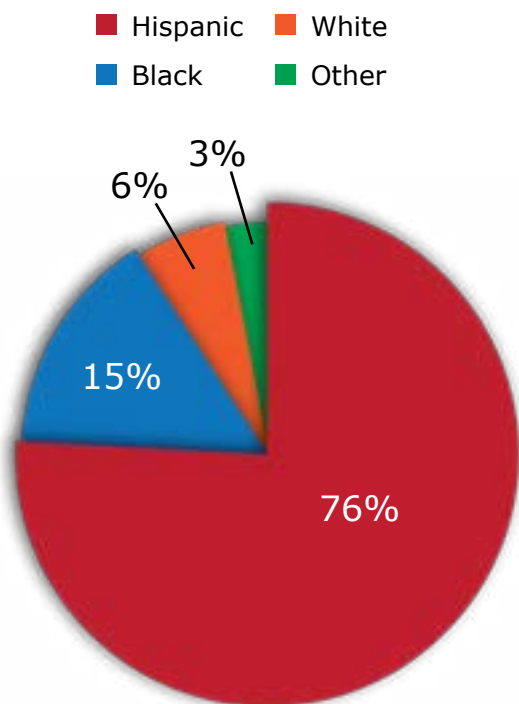
College Enrollment: 130,344

Degree Options: 6 degree options and over 300 programs and pathways

Campuses: 8 (including one center and numerous outreach locations)

Distribution: 10,250 copies

## Demographics



**174** different nationalities  
**67** different languages



## Publication Dates 2024-25

### Fall Semester

<b>Issue</b>	<b>Ad Deadline</b>	<b>Send To Printer</b>	<b>On Rack</b>
Issue 1	8/16	8/23	8/26
Issue 2	9/13	9/20	9/24
Issue 3	10/11	10/18	10/22
Issue 4	11/15	11/22	11/26

### Spring Semester

<b>Issue</b>	<b>Ad Deadline</b>	<b>Send To Printer</b>	<b>On Rack</b>
Issue 5	1/17	1/24	1/28
Issue 6	2/14	2/21	2/25
Issue 7	3/28	4/4	4/8

### Summer Semester

<b>Issue</b>	<b>Ad Deadline</b>	<b>Send To Printer</b>	<b>On Rack</b>
Issue 8	4/18	4/25	5/6



## Policy & Conditions

*The Reporter* reserves the right to not accept advertisements that promote alcohol, nudity, messages of hate or anything that we deem to be insensitive, vulgar, inappropriate, discriminatory, unethical or in poor taste.

Advertisers are responsible for creating and providing all artwork (both print and online) by the due dates agreed upon. Print advertisement dates are listed on the media kit. The print advertisements must be 300 dpi and in CMYK color mode.

New advertisers are required to pay their first advertisement three weeks prior to the advertisement running.

Payment can be made by check, credit card or EFT.

**Are you interested in writing, reporting, photography, illustration, film, graphic design, marketing, social media, web development or advertising?**

**We want you at our table.**



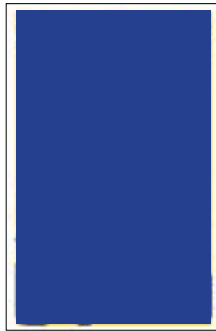
**The Reporter**  
THE PULSING NEWSPAPER AT MIAMI DADE COLLEGE

**Contact Manolo Barco at 305-237-1255 or [mbarco@mdc.edu](mailto:mbarco@mdc.edu).**



## Print Advertising Rates

\*Print ads must be 300 dpi and in CMYK color mode



### Full Page Advertisement (1)

10 inches wide by 16 inches tall

Open Rate: **\$2,380**

5%, 1-Semester Discount: **\$2,261**

10%, 2-Semester Discount: **\$2,142**

12%, 1-Semester+Summer Discount: **\$2,094.40**

15%, 2-Semester+Summer Discount: **\$2,023**



### Half Page Advertisement, Horizontal

10 inches wide by 8 inches tall

Open Rate: **\$1,190**

5%, 1-Semester Discount: **\$1,130.50**

10%, 2-Semester Discount: **\$1,071**

12%, 1-Semester+Summer Discount: **\$1,047.20**

15%, 2-Semester+Summer Discount: **\$1,011.50**



### 2-Column Quarter Page Advertisement

5 inches wide by 8 inches tall

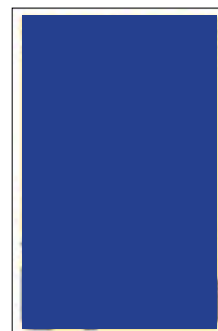
Open Rate: **\$595**

5%, 1-Semester Discount: **\$565.25**

10%, 2-Semester Discount: **\$535.50**

12%, 1-Semester+Summer Discount: **\$523.60**

15%, 2-Semester+Summer Discount: **\$505.75**



### Full Back Page Advertisement (1)

10 inches wide by 16 inches tall

Open Rate: **\$2,850**

5%, 1-Semester Discount: **\$2,707.50**

10%, 2-Semester Discount: **\$2,565**

12%, 1-Semester+Summer Discount: **\$2,508**

15%, 2-Semester+Summer Discount: **\$2,422.50**



## Online Advertising Rates

**Website:** [www.mdcthereporter.com](http://www.mdcthereporter.com)



**Top Banner**  
750 x 100 px

**\$600/month**  
**\$250/week**



**Side Banner**  
336 x 280 px

**\$500/month**  
**\$225/week**



**Lower Banner**  
750 x 100 px

**\$400/month**  
**\$200/week**