

About Us

Trinitonian plays a massive role in the lives of over 2,500 students on a weekly basis. Not only is it the most prominent source of news and event information, it is a way for students to be heard in a form that no other organization can provide. The paper also reaches a countless number of parents, alumni and staff around the Alamo City. There is no better way to reach a diverse, curious, and large group of students than a campus newspaper.

Why Advertise?

As college students ourselves, we know best what students want from a local business. Our complete advertising package will provide your business with a cost-effective and powerful way of reaching a diverse, targeted, audience. Allow us to remove the burden of broadcasting your unique services, and let our knowledgeable staff and creative in-house designers make promoting your business an enjoyable, stress-free experience.

No ad? No problem!

We have experienced ad designers on staff, and design services are free of charge with the purchase of your ad. Please tell your Account Executive if you would like us to design your ad.

Contact your account executive:

trinitonian-adv@trinity.edu • phone: (210) 999-8555 • fax: (210) 999-7034 • trinitonian.com Follow the Trinitonian on Facebook, Twitter and Instagram

Fall 2017 Sizes & Rates

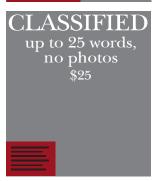
LEEROY 10.35in X 15in \$700 color or \$600 B&W

TIGER 10.35in X 8in \$440 color or \$340 B&W



CUB 8in x 5in vertical or horizontal \$292 color or \$192 b&w





Frequency Contracts

5 ads = 5% Discount 6-12 ads = 7% Discount 13-20 ads = 10% Discount every issue = 15% Discount

Frequency packages include:

- 1. Corresponding online ad at trinitonian.com
- 2. Listing in online business directory at Trinitonian.com
- 3. Social media promotion
- 4. \$25 discount off color ad

Deadlines:

Ad space reservation - 5 p.m., Tuesday Art and copy - 9 a.m., Wednesday Camera-ready - noon, Wednesday

Publication Calendar

AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER Sun Mon Tue Wed Thu 5 (1) 2 5 2 (3) 4 2 5 6 10 11 12 9 9 9 8 9 7 10 11 12 7 8 11 7 3 5 6 8 14 15 16 17 10 11 12 13 14 (15) 16 12 13 14 15 16 (17) 18 15 16 17 18 19 20 21 10 11 12 13 14 15 16 20 21 22 23 24 17 18 19 20 21 23 22 23 24 25 26 20 21 22 23 24 25 19 20 21 22 24 25 26 27 28 (29) 30 28 29 30 31 29 30 31 26 27 28 29 30 24 25 26 27 28 29 30 **JANUARY APRIL** FEBRUARY MARCH Sun Mon Tue Wed Thu Fri Sun Mon Tue Sat Sun Mon Tue Wed Thu Wed Sat Sun Mon Tue Wed Thu 1 (2) (2) 3 4 5 3 Special Edition 7 8 10 9 10 11 12 13 8 10 6 9 8 10 11 12 14 5 6 7 Regular Edition 11 12 13 14 15 16 17 19 21 15 16 17 18 19 20 11 12 13 14 15 (16) 17 15 16 17 18 21 22 23 24 25 (26) 27 19 20 21 22 22 23 24 25 26 18 19 20 21 22 25 26 27 28 29 30 31 29 30 31 29 30 25 26 27 28

August 18: New Student Orientation August 25: Back-To-School September 8: Health & Wellness September 22: Fashion

October 6: Fall Family Weekend

October 13: Alumni Weekend

Special Editions -

October 27: Halloween November 10: Food/Drink/Nightlife December 1: Year in Review January 19: Best for Trinity

February 9: Love and Sex February 23: Housing **March 23:** Technology/Spring Family Weekend

April 6: Satire Issue

April 13: Mental Health Week April 20: Sweet Summertime April 27: Graduation/Last Issue