

Promote your business with

Trinitonian



93% of students eat off campus at least once per week

70% of students visit a local business at least once a month

50% of students would try new cuisine if a coupon were in The Trinitonian

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 Spring 2018 Sizes & Rates

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

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

TALL BOY
5in X 16in
\$440 color or
\$340 B&W

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

KITTEN
5in X 4in
vertical or horizontal
\$196 color or
\$96 b&w

CLASSIFIED
up to 25 words,
no photos
\$25

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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		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	31		

SEPTEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					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

OCTOBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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	31				

NOVEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					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		

DECEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					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

JANUARY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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	31			

FEBRUARY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				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			

MARCH

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				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	31

APRIL

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
					3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
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26	27	28	29	30		

- Special Edition
- Regular Edition

Special Editions

- 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

- 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