

THE COLORADO COLLEGE

ALPINE JOURNAL



ADVERTISING GUIDE



HISTORY; OUR MISSION

Colorado College is rich in climbing history and its students and alumni continue to push the limits of the sport. The mission of the CCAJ to unite, inform, and inspire both our climbing community and others through showcasing the climbers and climbs of the Colorado College climbing community - past and present - through stories, photos, and artwork via this free publication. The CCAJ now has over six publications and its current aim is to be a keynote publication at Colorado College as well as among the greater body of climbing literature.

READERSHIP & DISTRIBUTION

Colorado College is a **4** year private liberal arts college with **2000+** full time on-campus students and **5000+** prospective students, parents, alumni, and others visiting each year. The **majority** of the student body is involved in a broad array of outdoor activities such as climbing, backpacking, kayaking, skiing, hiking, running, biking, and camping. **275-300** high quality copies of the CCAJ are printed annually with **600+** hardcopy readership (hundreds of copies are distributed throughout campus and to individuals across the country). The journal is also available to the public via a number of online venues with **1000+** estimated readers. Advertising vendors can expect the CCAJ to be printed in January and distributed by February every year.

THE BASICS

1. To advertise in the CCAJ contact a representative at: advertising@ccalpinejournal.org
2. Consult with CCAJ representative about ad design requirements, etc.
3. Make payment to Debby Fowler (address below). Please make check payable to "Colorado College" with "CCAJ Advertisement" written on the memo line.

RATES

Advertising space is sold in the following page increments and are placed at the approximate sizes listed. All prices reflect full color printing.

Full Page	8.5 x 11 in	\$650 ea
Half Page	8.5 x 5.5 in	\$350 ea
Banner	8.5 x 1.5 in	\$200 ea

DEADLINES/ TRANSMISSION REQUIREMENTS/ POLICIES

Contract and Payment Deadline: By the first Friday of October

File Transmission Deadline: By the first Friday of November

File Requirements: JPEG format only, file images should be no less than 200 dpi and should require minimal/no editing. All ads require a 1/4 inch bleed for proper printing.

Advertising Policies: The CC Alpine Journal reserves the right to reject any advertisement which it deems as objectionable. We cannot guarantee positioning or placement of any advertisement but will honor requests on a first come, first served basis.

DONATIONS

If you are not interested in purchasing advertising space, but you would like to support the CC Alpine Journal, please send donations to Debby Fowler at 14 East Cache La Poudre Street, Colorado Springs, CO, 80903-3298. Make checks payable to "Colorado College," and please write "CCAJ Donation" on the memo line. All donations are tax deductible (advertisements are NOT tax deductible).

QUESTIONS or CONCERNS?

Email us at advertising@ccalpinejournal.org if you have any questions about pricing, ad submission, donations, or the publication itself. Past journals are available online and in hardcopy upon request. Look for us on Facebook by searching "Colorado College Alpine Journal" or visit our new multimedia website at <http://www.ccalpinejournal.org/> Here you may find archived editions of the journal along with recent submissions.

We look forward to working with you on the coming journal and your sponsorship is greatly appreciated.