

# The Marlin Chronicle

Virginia Wesleyan's student run newspaper since 1983

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## Advertising Guide

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**Spring 2019**  
**Print Advertising**

# Advertising with The Marlin Chronicle

How:

- 1) Contact one of our business associates.
- 2) Indicate which ad size you would like and in which issue(s).
- 3) Upon approval, The Marlin Chronicle will notify you that the ad will be placed in the newspaper.
- 4) In the event an ad is rejected, The Marlin Chronicle will notify you about what can be changed in order for the ad to be approved.
- 5) After the approval notification, The Marlin Chronicle will send over the contract details to finalize the offer.
- 6) Congratulations! You are now advertising in The Marlin Chronicle.
- 7) All ads are due 5 p.m. on the Friday before the specified publication date and an invoice for payment will be sent the

## Marlin Chronicle Spring 2019 Publication Dates:

- February 12th
- February 26th
- March 12th
- April 23rd
- Orientation- TBD

# Advertising Rules

## Rules:

- 1) All advertisements must meet the exact measurements of the specified ad space. Failure to do so will result in cropped and/or downsized advertisements.
- 2) All advertisements must meet their color and/or black and white requirements. If a color ad is sent in black and white, the advertisement sent will run with no refund to the client.
- 3) All print advertisements must be formatted as CMKY at 300 dpi. All digital advertisements must be formatted as RGB at a minimum of 72 dpi. While The Marlin Chronicle prefers advertisements files be sent in Photoshop or Illustrator file formats, we do accept the following file formats: .jpeg, .jpg, .psd, .pdf, .ai, .png, and .gif.
- 4) All advertisements must be sent to our Business Manager 6 days before the specified newspaper publication date. Failure to do so will result in an ad that will not run and a non-refundable expense for the client.
- 5) Any change of design, price, or placement must be made through our Business Manager or Business Associates. All changes must be made 96 hours (4 full days) before the specified newspaper deadline date. All ads changed after the 96-hour deadline will run as is.
- 6) All ads must be free from profanity, illegal substances, weapons, nudity, and violence. All subject matter in all ads is subject to The Marlin Chronicle's approval and rejection. The Marlin Chronicle reserves the right to reject an ad if it does not meet the newspaper and organization's moral and ethical standards.
- 7) The Marlin Chronicle reserves the right to alter ads if there are any typing errors, design errors, formatting problems, etc., in the ads. The Marlin Chronicle will not, in any way, change the overall design, layout, or message of the ad from the client.

# Size Examples

The following pages are scaled examples of how large and small each advert is for print advertisement. Below are the prices for the paper:

Full Page - \$250 (Color only)

1/2 Page - \$95 (color)  
\$80 (B&W)

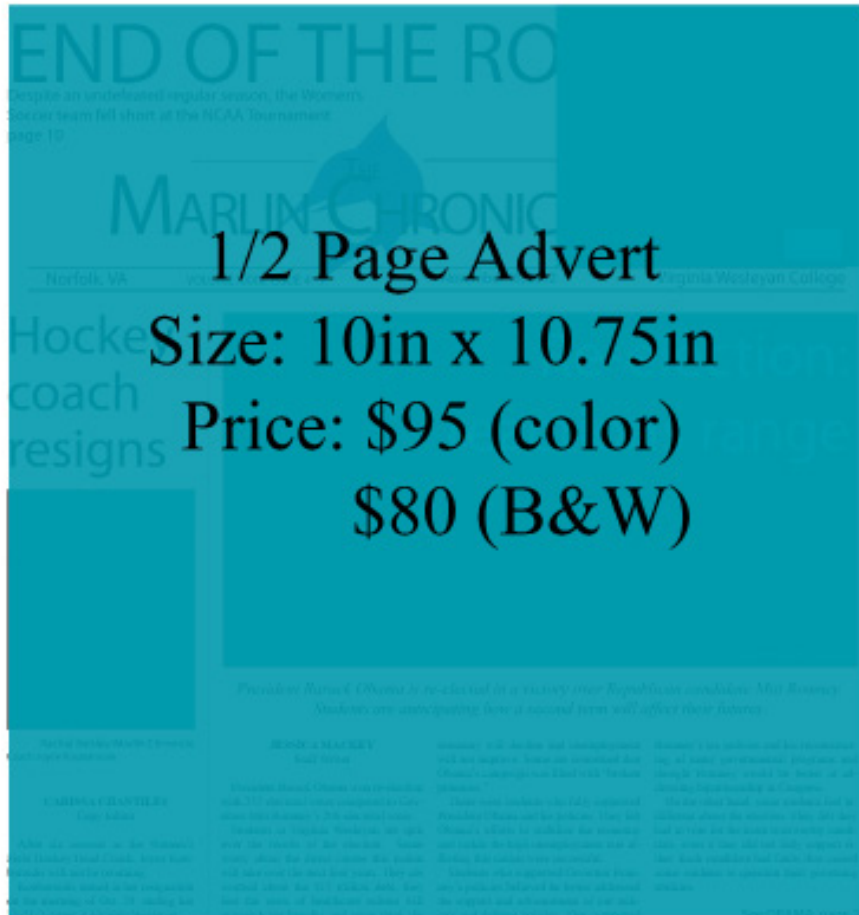
3/4 Page - \$75 (color)  
\$60 (B&W)

1/4 Page - \$50 (color)  
\$40 (B&W)

Small/Tall - \$30 (B&W only)

Small/Block - \$20 (B&W only)

Front Horiz. - \$50 (color only, first come first serve)



**1/2 Page Advert**  
**Size: 10in x 10.75in**  
**Price: \$95 (color)**  
**\$80 (B&W)**

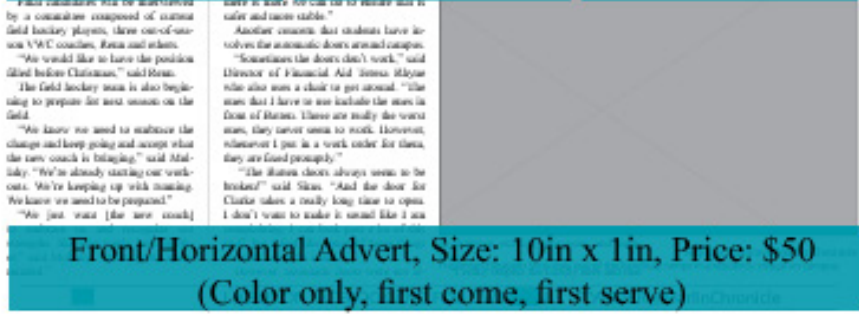


**Small "Tall" Advert**  
**Size: 3.25in x 6.75in**  
**Price: \$30 (B&W Only)**

**Small "Tall" Advert**  
**Size: 3.25in x 6.75in**  
**Price: \$30 (B&W Only)**

**Small "Block" Advert**  
**Size: 3.25in x 3.3in**  
**Price: \$20 (B&W Only)**

**Small "Block" Advert**  
**Size: 3.25in x 3.3in**  
**Price: \$20 (B&W Only)**



**Front/Horizontal Advert, Size: 10in x 1in, Price: \$50 (Color only, first come, first serve)**

# Services

<b>Small "Block" Advert</b> Size: 3.25in x 3.3in Price: \$20 (B&W Only)	<b>Small "Block" Advert</b> Size: 3.25in x 3.3in Price: \$20 (B&W Only)
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## Hockey coach resigns



Michael Belsky/Marlin Chronicle  
Coach Joyce Koshornski

CARISSA CILANTILES  
Copy Editor

After six seasons as the Marlin's field hockey head coach, Joyce Koshornski will not be returning.

Koshornski announced her resignation on the morning of Oct. 24, ending her 10-11-2 career at Virginia Wesleyan.

The reason for her departure is unknown. Athletic Director Thomas Roma refused to elaborate, stating "standard operating procedure is we don't make comments on personnel matters."

"I think most of the people on the team were really upset," said center Courtney Peltzer. "I know I was."

For some, the disappointment was exacerbated by the way the resignation was handled.

"It was just really sudden," said Peltzer. "We lost our game that night and we were done. We found out the next afternoon."

The field hockey players learned of the resignation through Roma, but it didn't take long for Koshornski to contact Roma.

"She said on an email saying how proud I was of her," said Peltzer, "and how great of a season it was."

The email also sought to guide the team to future success.

"She gave us lessons on adaptability," said junior Katy Malinky. "We need to see that in every string and work together."

Despite the loss of Koshornski, preparations for next season are already underway.

"We just passed the ad nationally," said Roma. "We're looking for individuals with collegiate experience. We'd like somebody with the highest credentials."

The process for hiring a new coach will begin with reviewing applications, vetting out those who are not fully qualified and contacting phone interviews to narrow the field down to about three prospects.

Final candidates will be interviewed by a committee composed of various field hockey players, three out-of-state VWC coaches, Roma and others.

"We would like to have the position filled before Christmas," said Roma.

The field hockey team is also beginning to prepare for next season on the field.

"We know we need to embrace the change and keep going and accept what the new coach is bringing," said Malinky. "We're already starting our workouts. We're keeping up with training. We know we need to be prepared."

"We just want [the new coach] to embrace us and recognize our strengths, like who works best together," said Malinky. "We're pretty open-minded."

## Re-election: reactions range

President Barack Obama is expected to re-elect over Republican challenger Mitt Romney. Many are disappointed that a national term will affect their future.

While a small group of supporters will be disappointed, many are excited that Obama will be re-elected. "I'm really happy for Obama," said one student. "I think he's done a great job and I think he's going to do even better."

Others are disappointed that a national term will affect their future. "I'm disappointed that Obama won't be re-elected," said another student. "I think he's done a great job, but I think Romney is a better choice for the country."

The election results were announced at 8 p.m. on Tuesday, Oct. 3, and many students were watching the results on TV. "I was really excited when Obama won," said one student. "I think he's done a great job and I think he's going to do even better."

Others are disappointed that a national term will affect their future. "I'm disappointed that Obama won't be re-elected," said another student. "I think he's done a great job, but I think Romney is a better choice for the country."

3/4 Page Advert  
Size: 7.5in x 16.125in  
Price: \$75 (color)  
\$60 (B&W)

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Not everyone has access to professional software and online tools. That's where we come in. The Marlin Chronicle can make your ad stand out, all for as little as \$35.

- Ad Design:
- 30 Days before publication: \$35
- 14 Days before publication: \$55
- 7 Days before publication: \$75

\*The Marlin Chronicle asks that the client provide graphics, logos, literature, and other materials that they would like to see in their advert.



**Full Page Advert**  
**Size: 10in x 21.5in**  
**Price: \$250 (color only)**

**1/4 Page Advert**  
**Size: 5in x 10.75in**  
**Price: \$50 (color)**  
**\$40 (B&W)**



## Price List

Full Page - \$250 (color only)

1/2 Page - \$95 (color) \$80 (B&W)

3/4 Page - \$75 (color) \$60 (B&W)

1/4 Page - \$50 (color) \$40 (B&W)

Small/Tall - \$30 (B&W only)

Small/Block - \$20 (B&W only)

Front Horiz. - \$50 (color only, first come first serve)

## Contact Information:

Business Manager - Hayley Heath ([hrheath@vwu.edu](mailto:hrheath@vwu.edu))

Advertising Manager - Jasmine Demir ([jkdemir@vwu.edu](mailto:jkdemir@vwu.edu))

The Marlin Chronicle Office:

[MarlinChronicle@gmail.com](mailto:MarlinChronicle@gmail.com)