

Who we are...

In Motion is in its 23rd year as the voice of Daytona State College, which offers bachelor's degrees, as well as the AA and AS programs.

The student publication regularly earns state recognition in the annual contest sponsored by the Florida College System Press Association. **In Motion placed first in General Excellence among Florida state colleges in 2004, 2005, 2007, 2008, 2010, 2011 and 2012 and was runner-up in 2006, 2009, 2013 & 2014.**

▲ Florida Leader magazine gave In Motion a 1st runner-up for best college paper in 2004.

▲ The staff competes on a national level at the annual College Media Association conference in New York City.

▲ In addition to its website, the paper keeps pace with technology by adding multimedia podcasting and video streaming.

Make checks payable to Daytona State College **NOT** In Motion



2015-2016

Call us today for all your advertising needs!
Same low rate for online and print placement!

For ad placement call:
(386) 506-3686

or the adviser at 506-3268
P.O. Box 2811
Daytona Beach, FL
32114-2811



Daytona State College
campus newspaper,
on the racks or online:

www.DaytonaStateInmotion.com



Editorial offices:
1200 W. International
Speedway Blvd.,
Building 130, Ste. 119
Daytona Beach, FL 32114
Phone: (386) 506-3686
FAX: (386) 506-3155

▲
E-Mail: inmotion@dsc.edu

Demographics

In Motion is a monthly newspaper, publishing from August through May.

Its goal is to educate, inform and entertain students, faculty, staff and visitors to our community and to the six Daytona State campuses in Volusia and Flagler counties.

Our circulation averages 2,000, but We receive many more hits monthly on our website:

www.DaytonaStateInMotion.com



Daytona State Fast Facts

Among 28 Florida Community and State Colleges:

- ◆ 73% of AA grads continue studies.
- ◆ 67% transfer to UCF, a number expected to rise with the college's inclusion in the Direct Connect program.
- ◆ Ranked one of the top online bachelor degree programs in the nation, by U.S. News & World Report magazine. In 2014, it was named second in the nation for its online education programming.
- ◆ Serves 25,000 students annually.

Ad Sizes & Rates

In Motion does not accept column inch advertising or AD INSERTS. Ads must conform to the following sizes.

Ads that don't are accepted, but are re-sized as necessary.

1/8th page = 4 1/4 inches X 5 1/2

1/4th page = 4 7/8 X 7 1/4

Half page = 10 X 7

Full page = 10 x 15 3/4

Camera-ready rates:

Local black/white rates	<u>Color</u>
1/8th page... \$80	N/A
1/4th page... \$135	\$150
1/2 page... \$235	\$285
Full page... \$475	\$650

National B&W rates

	<u>Color</u>
1/4th page... \$140	\$165
1/2 page... \$250	\$302
Full page... \$500	\$675

All spot color is \$75 per color

Set-up charges:

1/8th page... \$20

1/4th page... \$30

1/2 page... \$35

Full page... \$40

Custom photos available by individual bid.

Discounts: 4 ads... 10% 8 ads... 15%

DSC clubs and organizations... 10%

Pre-paid ads... 2%

Advertising Policies

The In Motion staff reserves the right to refuse advertising for any reason, especially if it is deemed offensive to the readership or contains content or a style not suitable for publication.

Email: Inmotion@DaytonaState.edu

In Motion does not accept ads for alcoholic beverages, tobacco or products that are sexually provocative.

In Motion does not accept responsibility for printer errors in reproduction or for the appearance of electronically submitted ads, which may be altered by differences in software programs.

Ad Placement — We try to place ads in sections most beneficial to advertisers, but placement is not guaranteed.

Ad Deadlines — Ad space must be reserved by the middle of each month.

Camera-ready ads are due the third Thursday of the month. Changes to ads cannot be made after the camera-ready deadlines. Due to school holidays, deadlines may be pushed back or up.

In Motion publishes the first of the month, August-May (No January edition)



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Call us today!

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