

Who we are...

In Motion is in its 25th 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 Division A Florida state colleges in 2004, 2005, 2007, 2008, 2010, 2011 and 2012 and was runner-up in 2006, 2009, 2013 & 2015.**

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

▲ The staff competed on a national level at the annual College Media Advisers event in New York City, 2007-15.

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

Make checks payable to Daytona State College NOT In Motion



2017-2018

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.,
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P.O. Box 2811
Daytona Beach, FL 32120-2811
Phone: (386) 506-3686
FAX: (386) 506-3155
E-Mail:
InMotion@DaytonaState.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 1,000, but We receive many hits monthly on our website:
www.DaytonaStateInMotion.com

▲
Always keeping an eye on technological developments, the paper features video streaming and podcasting in its online edition.

Daytona State Fast Facts

▲
Average 35,000 students per year

▲
Among 28 Florida Community and State Colleges:

- ◆ 2nd for highest graduation rate
- ◆ 12th for the highest retention rate
- ◆ 13th for the highest success rate
- ◆ 73% of AA grads continue studies
- ◆ 67% transfer to UCF
- ◆ Ranked one of the top online bachelor degree programs in the nation, by U.S. News & World Report magazine.

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 gambling, 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 August-May. (Aug-Sept, a combined edition and there is no January edition)



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Call us today!

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