Our college. Our news. Our voice.

**THE TAMARACK AT A GLANCE**

Frequency: Monthly  
Day Published: First Tuesday of each month during academic year (No January or Summer editions)  
Print Run: 1,000 – 1,500  
Readership: 7,500 students  
Format: 4-Column Tabloid  
Full Page Size: 10"W x 16"H

**NVCC AT A GLANCE**

School Type: 2-year public  
Highest Degree: Associate's  
Location: Waterbury, CT  
Enrollment: 7,500  
Male/Female Ratio: 41.6% / 58.4%  
2013-2014 tuition: $3,806  
Most Popular Degrees: Liberal Arts, Business Management  
On-Campus Housing: No

**Advertising Rates**

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<tr>
<td>Sixteenth Page</td>
<td>$35.00</td>
<td>Half Page</td>
<td>$175.00</td>
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<tr>
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<td>Full Page</td>
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**Important Notice:** Advertising rates expire at the end of each academic year.

Naugatuck Valley Community College, Waterbury, CT
Welcome to The Tamarack!

Thank you for advertising with us. We’re happy to welcome you to our family. The Tamarack is comprised of a creative and hard-working team of students and faculty advisers who create student-focused news. We offer Naugatuck Valley Community College a look into news affecting our campus and our nation.

Our newspaper has won Excellence in Journalism awards from the Society of Professional Journalists. Students on the staff are also finding pathways into potential careers thanks to the skills and knowledge they are gaining as part of our dynamic team. On staff we have artists who continue to develop their craft as well as challenge themselves in new and exciting ways. But our newspaper does not just benefit those involved in its production. Many professors at Naugatuck Valley use The Tamarack in their classes to offer inspiration and real-life student perspectives on current events.

The Tamarack has hosted author events at the college, bringing in renowned authors to read from their works as well as engage in answer and question segments with our community. Staff members attended the Associate Collegiate Press National Media Convention, where members attended workshops and connected with college journalists from across the country. We also get involved with our community by participating in for volunteer efforts such as Habitat for Humanity, our local soup kitchen, and supporting Literacy Partners.

The Tamarack is not only a newspaper, but a creative, educational environment. Quite often students enter the newspaper doubtful or hesitant of their abilities; however, after writing an article, receiving guidance from our faculty advisors and working with their peers, many students blossom. They become invested in communicating important topics to our fellow students and the faculty and staff of NVCC.

It is an addicting process and it is an absolute pleasure to be a part of the journey. We’re so glad you’ve joined us as we continue our work of informing and enlightening our readers.

Warmly,
Chelsea Clow
Managing Editor
The Tamarack Media Kit

Formatting Requirements

- PDF with all fonts embedded
- JPEG, TIFF
- 300 dpi minimum resolution
- Color images must be CMYK
- Black and white images must be grayscale

Insertion Dates

Ad will run in the following issues of the newspaper and/or during the following time periods on the website.

FALL 2015
- Aug 26, 2015 (materials due Aug. 15)
- Sept 29, 2015 (materials due Sept. 15)
- Nov 3, 2015 (materials due Oct. 15)
- Dec. 1, 2015 (materials due Nov. 15)

SPRING 2016
- Feb. 2, 2015 (materials due Jan. 15)
- March 1, 2015 (materials due Feb. 15)
- March 29, 2015 (materials due March 15)
- May 3, 2015 (materials due April 15)

Sample Advertisers

- Bay Path College
- Fro-Yo World
- Five Towns College
- McDonald's
- St. Thomas Aquinas College
- Trinity College
- University of Bridgeport
- University of New Haven
- Charter Oak State College
- Goddard College
- UCONN
- University of St. Joseph
- Trinity College
- Quinnipiac University
- Springfield College
- University of Hartford

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ADVERTISER
Contact Name: ________________________________
Email: ______________________________________
Company Name: ______________________________
Address: _____________________________________
Phone: ______________________________________

AGENCY
Contact Name: ____________________________________________
Email: ________________________________________________
Agency Name: __________________________________________
Address: ______________________________________________
City, State, Zip: _______________________________________
Phone And Fax: ________________________________________

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Coloration   ❑ B&W   ❑ Color

Ad Size
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❑ 5” x 16” (half page, vertical)
❑ 10” x 16” (full page, vertical)

Cost Per Insertion: _______________ Total Cost: ______________

Copy Instructions
❑ Materials will be delivered electronically by due date

Special Position Request (Not Guaranteed)
❑ News   ❑ Arts & Culture   ❑ Opinion   ❑ RSVP   ❑ Back Page   ❑ Other: _____________

Billing ❑ Direct to Advertiser ❑ Bill Agency

Signature: ___________________________________________ Date: ___________________________

Checks payable to: Naugatuck Valley Community College. Please write The Tamarack in “Note” section.
Mail checks to: Prof. Lantigua-Williams, NVCC, 750 Chase Parkway, Waterbury, CT 06708