



Winner of Two Collegiate Excellence in Journalism Awards from

The Tamarack

Our college. Our news. Our voice.

Media Kit 2015 - 2016



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

SIZES	RATE	SIZES	RATE
Sixteenth Page 2.5" x 4" Vertical	\$ 35.00	Half Page 5" x 16" Vertical	\$175.00
5" x 2" Horizontal		10" x 8" Horizontal	
Eighth Page 5" x 4" Horizontal	\$ 55.00	Black & White	\$225.00
Quarter Page 5" x 8" Vertical		Color	
10" x 4" Horizontal	\$ 90.00	Full Page 10" x 16" Vertical	\$300.00
		Black & White	
		Color	\$350.00

Important Notice: Advertising rates expire at the end of each academic year.

Naugatuck Valley Community College, Waterbury, CT

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Our college. Our news. Our voice.
Waterbury, Connecticut
Vol. 58, Iss. 6
October 14, 2014

College Activism Not Dead, Just Different

Chris Higney, Editor

Some may believe that the passion that often fuels student activism is dead. That's not necessarily true. In fact, student activism is still alive and well, just in a different form. It's no longer the large-scale protests and sit-ins of the 1960s, but rather, it's the small-scale, targeted actions that are making a difference today.

At Naugatuck Valley Community College, student activism is thriving. It's not just about protesting; it's about creating positive change. Students are using their voices to address issues like campus safety, environmental concerns, and social justice. They are organizing events, writing op-eds, and using social media to spread their message.

One of the most powerful examples of student activism at NVCC is the "I'm a Scholar, Not a Criminal" campaign. This initiative was launched in response to the college's decision to suspend students for possession of marijuana. The campaign aimed to raise awareness about the impact of drug use on education and to advocate for a more lenient policy.

The campaign was a huge success. It led to a meeting with college officials, and eventually, the suspension policy was revised. This is a clear example of how student activism can lead to real change.

So, while the form of student activism may have changed, the spirit is still alive. At NVCC, students are using their voices to make a difference, and that's something to be proud of.

Join Us! We're Looking For
No experience necessary!
Meetings: Monday 12:30 pm, SS19 # Tamarack@nvcc.edu

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Danbury Center Achieves Campus Status

Chris Higney, Editor

For more than 5 years, the Danbury Center has been working to achieve campus status at Naugatuck Valley Community College. This achievement is a significant milestone for the center and the college.

Campus status means that the Danbury Center is now recognized as an integral part of the college. This will allow the center to offer a wider range of services and programs to its students. It will also ensure that the center's activities are fully supported by the college's resources.

The Danbury Center has been a part of NVCC since its founding in 1997. Over the years, it has grown from a small center to a thriving hub of activity. It has provided a safe and supportive environment for students, and it has been instrumental in the college's success.

Now, with campus status, the Danbury Center is poised for even greater success. It will continue to provide excellent services and programs to its students, and it will continue to be a vital part of the college's community.

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Under Pressure, Colleges Update Sexual Assault Policies

Christina Chen, Managing Editor

Colleges across the country are updating their sexual assault policies in response to recent high-profile cases. This is a sign that the college community is taking a more serious look at this issue.

Sexual assault is a serious problem on college campuses, and it's important that colleges have policies in place to address it. These policies should be clear, comprehensive, and enforceable. They should also provide support for survivors and ensure that the college is a safe place for all students.

At Naugatuck Valley Community College, we are committed to creating a safe and supportive environment for all students. We are currently reviewing our sexual assault policies to ensure they are up-to-date and effective. We will continue to work with our students and faculty to address this issue and ensure that everyone at NVCC has the right to a safe and successful education.

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Can College Still Get You a Job?

Chris Higney, Editor

Many people wonder if college is still worth the cost. The answer is yes, but it's important to choose the right college and major. College can provide you with the skills and knowledge you need to succeed in the workforce.

At Naugatuck Valley Community College, we offer a wide range of programs and services to help our students succeed. We have a strong focus on career preparation, and we provide our students with the resources they need to find a job after graduation.

Our programs are designed to be practical and relevant to the current job market. We offer internships, co-op programs, and career counseling to help our students gain real-world experience. We also have a strong network of employers who are looking for graduates from NVCC.

So, yes, college can still get you a job. At NVCC, we are committed to helping our students succeed in their careers and in life.

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Women Earn More Degrees, But Fall Behind in STEM Fields

Chris Higney, Editor

While women are earning more degrees than ever before, they are still underrepresented in STEM fields. This is a problem that needs to be addressed if we want to have a more diverse and innovative workforce.

At Naugatuck Valley Community College, we are committed to providing equal opportunities for all students. We offer a variety of programs and services to help our female students succeed in STEM fields. We provide mentorship, networking opportunities, and resources to help our students build confidence and skills.

We also have a strong focus on career preparation, and we provide our students with the resources they need to find a job after graduation. We have a strong network of employers who are looking for graduates from NVCC.

So, while there is still a gap, we are working to close it. At NVCC, we are committed to helping our female students succeed in their careers and in life.

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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

Editorial

Clare Dignan, *Editor*
Chelsea Clow, *Managing Editor*
Ian Sherwood, *Senior Staff Writer*
Yaquelin Shephard, *Foreign Correspondent*

Humberto Perez, *Staff Writer*
John P. Moreno, *Staff Writer*
Veronica Ramirez, *Staff Writer/Illustrator*

Lisa Guadagno, *Staff Writer*
Richard Bosco, *Staff Writer*
Colleen Norton, *Staff Writer*

Art

Janice Bielawa, *Creative Director*
Vismel Marquez, *Senior Designer*
Amanda Pulawski, *Editorial Cartoonist*
Anabelle Michaca, *Staff Illustrator*

Web

Felicia Morales, *Webmaster*

Administration

Katherine Abreu, *Marketing Director*
Kenrico Ferreira, *Distribution Associate*

The presence of paid advertisements does not equal an endorsement on the part of The Tamarack, Naugatuck Valley Community College, its students, employees, or affiliates. Ad placement is based on availability and suitability of content to the newspaper's readership. The Tamarack reserves the right to reject any advertisement.



Students Want Fitness Center to Open
By Naugatuck Valley Community College

Would You Drop Out for 100K?
By Naugatuck Valley Community College

Give Thanks and Give to Others
By Naugatuck Valley Community College

Take the next step at the University of Hartford
Join the long line of Naugatuck Valley Community College graduates who have made an easy transition to continue their college education at the University of Hartford.

860-764-5287 but@hartford.edu hartford.edu/bus

UNIVERSITY OF HARTFORD

Respiratory Club Fights for Smoke-Free Campus
By Naugatuck Valley Community College

Transfers students, UBelong here.
The University of Bridgeport offers a variety of programs and services to help you succeed.

UNH!
UNIVERSITY OF NEW HAMPSHIRE

BRIDGEPORT • STAMFORD • WATERBURY

Arts & Culture
The Art of Finding Space
I'm a wife, mother and college student!
Faces in the Crowd
Habit Dreams with Habitat
The Art of Finding Space
I'm a wife, mother and college student!
Faces in the Crowd
Habit Dreams with Habitat

NVCC Family Sparkled for First-Ever Prom
The Naugatuck Valley Community College family celebrated its first-ever prom on Saturday night.

UNH!
UNIVERSITY OF NEW HAMPSHIRE

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10" x 16"
 Full Page (Vertical)
 \$300.00 Black & White
 \$350.00 Color

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

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10" x 8"
 Half Page (Horizontal)
 \$175.00 Black & White
 \$225.00 Color

10" x 4"
 Quarter Page (Horizontal)
 \$90.00

2.5" x 4"
 Sixteenth
 (Vertical)
 \$35.00

2.5" x 4"
 Sixteenth
 (Vertical)
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5" x 4"
 Eighth Page (Horizontal)
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 \$90.00

5" x 4"
 Eighth Page (Horizontal)
 \$55.00

5" x 2"
 Sixteenth Page (Horizontal)
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5" x 2"
 Sixteenth Page (Horizontal)
 \$35.00

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INSERTION ORDER

ADVERTISER

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Email: _____

Company Name: _____

Address: _____

Phone: _____

AGENCY

Contact Name: N/A _____

Email: _____

Agency Name: _____

Address: _____

City, State, Zip: _____

Phone And Fax: _____

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Coloration

B&W

Color

Ad Size

2.5" x 4" (sixteenth, vertical)

5" x 2" (sixteenth page, horizontal)

5" x 4" (eighth page, horizontal)

5" x 8" (quarter page, vertical)

10" x 4" (quarter page, horizontal)

10" x 8" (half page, horizontal)

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