

the continental



Thank you for your interest in *The Continental*, Hamilton College's newest publication. *The Continental* is a student-run magazine dedicated to life at Hamilton. It features articles about events on the Hill, the arts, style, and travel, all of which contribute to the uniqueness of the College community.

spring 2008 issue: The Spring 2008 issue of *The Continental* is scheduled to launch on April 30, 2008. This issue will be our largest issue ever, weighing in at 100 pages! In addition to our on-campus readership, this issue will also be seen by hundreds of parents and alumni visiting the Hamilton for Commencement and Reunion Weekend, and members of the Class of 2012 and their families who will come to the Hill in August for Orientation. The entire issue will also be available online at our website, www.contmag.com, extending the reach of your advertisement.

a new & diverse publication: I decided to start *The Continental* in 2006 because there is absolutely nothing like it at Hamilton. Most people who have studied at Hamilton will tell you that our campus is a rewarding and fun place to spend four years. Unfortunately, the individuality, creativity, and vibrancy of the community had not been fully realized by campus publications. The goal of *The Continental* is to change that and offer readers an opportunity to learn more about the Hamilton community and embrace everything they love about the College, whether they are still involved on the Hill, recently graduated, or decades removed from their time in Clinton, New York.

spotlighting life on the hill: *The Continental* promotes awareness of campus events, organizations, and topics that are being debated not only in our classrooms but also at the dining hall tables. Profiles of students, faculty members, and alumni spotlight the diversity and accomplishments of members of the Hamilton community. In-depth news articles about local and national events expose readers to interesting topics and promote discussion.

collaboration: *The Continental* is a great publication for sponsors and advertisers to showcase their products to a strong and diverse readership of more than 1500 students, faculty members, parents, and alumni. All advertisements can be designed by our talented ad department, and are printed in color on high-quality glossy paper.

Thank you for taking the time to learn more about *The Continental*. Please e-mail our ad team at contmag@hamilton.edu if you would like more information on how you can become involved with *The Continental* as a sponsor or advertiser.

Best regards,

Katie Childs

Katie Childs '08

Founder/Editor-in-Chief, *The Continental*

e-mail address: contmag@hamilton.edu website: www.contmag.com
address: 198 College Hill Road, Box 312, Clinton, NY 13323

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the basics

departments: *The Continental* has six sections:

on the hill: news that pertains to Hamilton including interesting lectures, issues being debated on campus, and national events that are important to the College community.

talk of the town: arts and entertainment reviews, with coverage of music, movies, books, websites, theatre productions, and items that are buzz-worthy or interesting.

features: in-depth articles that examine local or national issues on a broader scale.

style: fashion, beauty, and health articles that highlight trends on-campus through profiles, photo spreads and “What to Wear” features for a month of Hamilton events.

society: photographs from campus events and parties and coverage of student organizations.

travel: profile of interesting destinations, easy weekend trips, and spring break or fall break travel ideas.

continental appeal: The cover of each issue features students who embody the values of a true Continental, namely activism in College organizations and enthusiasm for Hamilton. The pages of the magazine feature bright, colorful pictures of students at parties, lectures, and campus activities. Old photographs from the archive are used to spotlight traditions and milestones, offering reflection on Hamilton’s lengthy history.

magazine structure: All students are encouraged to contribute to *The Continental*. The fifteen-member Editorial Board of *The Continental* is comprised of students from various class years and backgrounds, which enables the publication to reach a wide audience. More than 50 students contribute to *The Continental* as writers, designers, or photographers.

circulation: *The Continental* is distributed for free to all current Hamilton students, faculty members, and staff. Subscriptions are available for parents, alumni, and members of the local community. More than 1500 copies of *The Continental* are distributed for each issue, and many off-campus readers will choose to download a PDF of the issue online at our website, www.contmag.com. The online counterpart to the print magazine doubles our readership.

historic significance: The magazine’s name is a tribute to an older College publication. *The Continental* of days past was popular during the twentieth century, but ceased publication in the 1970s after several name changes. Whereas this publication was primarily a literary magazine, the new version of *The Continental* is focused on student life, while still paying tribute to our College mascot.

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at a glance: student readership

location of hamilton college: Clinton, NY

degree offered: Bachelor of Arts

hamilton enrollment: approximately 1,775 (51% female, 49% male)

rank in secondary school: 84% of admitted students to the Class of 2011 rank in the top 10% of their high school class

public-private school ratio: 60-40

ethnic diversity in the class of 2011:

Multicultural Students from the U.S.: 18%

International Students: 5%

geographic diversity: 43 U.S. states and 20 countries are represented among the student body

total faculty: 180 Full Time (95% hold the most advanced degree in their field)

study abroad and study away: Approximately 40% of the junior class has a study abroad/away experience

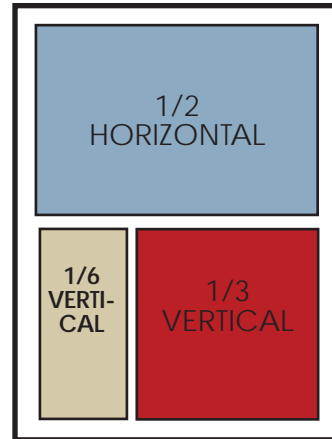
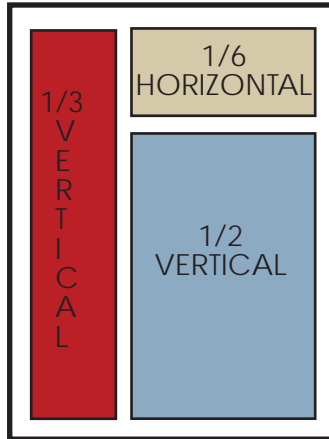
departments with the largest number of concentrators: Economics, Government, English, Mathematics, Psychology, History, Public Policy, Art, Chemistry and Biology

Source: Hamilton College website, www.hamilton.edu

e-mail address: contmag@hamilton.edu **website:** www.contmag.com
address: 198 College Hill Road, Box 312, Clinton, NY 13323

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advertising



digital

PDF and EPS files are preferred. Quark, PageMaker, and InDesign files are also accepted.

E-mail is preferred (contmag@hamilton.edu). Hard copy must be provided with 100 MB Zipdisks, DVD disks, and CD-ROM disks.

If file-supplied ad is incorrect size, incorrect image format, or in an unreadable file format, advertiser must resupply to *The Continental*. All reformatted ads are to be signed off on and *The Continental* is not responsible for resized ads' appearance.

advertising price definitions

- Local & College Rate: for Hamilton College departments, small businesses, and advertisers in the town of Clinton and surrounding areas
- National Rate: for larger businesses and corporations outside of the Clinton, NY area

Guaranteed positioning adds 10% above the listed advertising rate. Guaranteed positioning is on a first-come first-serve basis. Unless agreed to in writing by the Advertising Director, all position requests are not a condition of the contract.

ad design

Sketches, copy, dummies, and all preparatory work created or furnished by The Continental shall remain its exclusive property.

For all advertisements designed by *The Continental*, advertisers must supply The Continental with a comprehensive layout with exact wording and a general idea of how the advertisement is to be created. Also, an electronic copy of your company's logo must be included.

All designed advertisements are subject to approval by the advertiser. If approval is not completed by the deadline date the advertiser is liable for all charges including advertisement space.

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advertising: the small print

terms and conditions

Advertisements simulating editorial content must be clearly marked "advertisement" and *The Continental* may label such advertisements at its discretion.

The Continental reserves the right to reject any advertising copy it deems objectionable.

The Continental will not be held responsible for any damages and/or losses claimed as a result of errors.

The Continental will not be held responsible for inaccuracies with dated advertisements. It is the advertisers' responsibility to supply *The Continental* either a correct ad or a date change by the insertion date.

The advertiser and advertising agency, if there be one, agree that any advertisements published in *The Continental* may be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, displayed, performed, or transmitted, in whole or in part.

billing

All first-time advertisers must pre-pay for their ads.

Payment for the first advertisement is due upon signing of contract and making reservation. Payment thereafter is net 15 days. An interest charge of 2.5% per month will be added to accounts after 30 days.

Acceptable forms of payment include cash, business checks or personal checks. Checks should be made payable to "The Trustees of Hamilton College" and mailed to *The Continental*, 198 College Hill Road, Box 312, Clinton, NY 13323. The returned check charge is \$25 and must be paid to *The Continental* by cash or money order only.

contact us

E-mail contmag@hamilton.edu if you are interested in advertising in *The Continental*.

ad rates

size	national	local & college
full	1000	300
1/2 vertical	650	200
1/2 horizontal	650	200
1/3 vertical	400	100
1/3 horizontal	400	100
1/6 vertical	200	50
1/6 horizontal	250	50

ad sizes

size	non-bleed	bleed
full	7-1/8" X 9-7/8"	8-3/8" X 11-1/8"
1/2 vertical	4-5/8" X 7-1/4"	-----
1/2 horizontal	7-1/8" X 4-13/16"	8-3/8" X 5-7/16"
1/3 vertical	2-3/16" X 9-7/8"	2-13/16" X 11-1/8"
1/3 horizontal	4-5/8" X 4-13/16"	-----
1/6 vertical	2-3/16" X 4-13/16"	-----
1/6 horizontal	4-5/8" X 2-1/4"	-----

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in the news

Return of The Continental

The Spectator, Hamilton College's Student Newspaper

By Emily Malthy

Apr. 07, 2006

Next year, in addition to a new class, you may see a new publication on the Hill. The Continental, a magazine focused on student culture at Hamilton, plans to debut next year, although there is no set date due to pending Media Board approval. The magazine hopes to combine news with features articles and will concentrate on the student body.

The Continental would be published on a monthly basis and there would be coverage of college activities, in-depth coverage of campus debates, news from the Utica area and national issues that are pertinent to the College. There would also be a "My Turn" column with a chance for students to voice their opinions. A section of the magazine would be devoted to "On the Hill" activities, with pictures from events and articles showing the behind-the-scenes organization for college parties and major events. The magazine also plans to feature a style section will highlight the diversity of the student body. The travel section would be a hometown tour by students, allowing the college community to learn more about its members. In addition, this section plans to have writers who are studying abroad and who can report on their experiences off campus. The magazine intends to feature a calendar of social events.

The Continental was the name of an older college publication (which was a tribute to Hamilton's mascot). According to Katherine Collett, the college's assistant archivist, The Continental was a popular literary magazine during the twentieth century but ceased publication in the 1970s after several name changes.

Katie Childs '08 plans to be the editor in chief of The Continental and is currently recruiting other students to fill in positions on both the executive board and on the general staff. One of the appeals of the magazine is that students who are interested in working with creative layout will have a chance to do so at Hamilton. Also, those students who want to write but cannot find a place for their writing in a typical newspaper format can find an outlet in this publication.

If you are interested in contributing in any way to The Continental, contact Katie Childs at kchilds@hamilton.edu. Any member of the Hamilton community is welcome to join, whether by writing, doing layout, selling advertisements or submitting a letter to the editor.