

# THE TRIANGLE

THE INDEPENDENT STUDENT NEWSPAPER AT DREXEL UNIVERSITY



**Advertising Guide 2008 2009 Publication Year**

# ***The Triangle*: Over 80 years young...**

**S**ince our first issue arrived on campus in 1926, *The Triangle* has been the paper that students, faculty, alumni, parents and University administrators have turned to for the news that affects the Drexel University community. With over 80 years of success as Drexel's only independent student publication, *The Triangle* is the pulse of the Drexel University student body.

*The Triangle* is also evolving with the changing student body, which demands a high quality newspaper. Over the past year we have put in countless hours of work to redesign the paper and web site to better suit the needs of our readers, while at the same time continuing to put out an award winning paper.

Readers enjoy the diverse coverage *The Triangle* includes in each issue, such as unbiased investigating and reporting about Drexel happenings and the inner workings of the institution. Our skilled journalists and the intriguing stories keep our readers hooked throughout their time at Drexel and beyond.

*The Triangle* is published weekly during the fall, winter and spring quarters, and every other week over the summer quarter, when there is still a large number of students on campus for summer classes.

While the staff of *The Triangle* finds working at the newspaper to be a fun and rewarding experience, they also value professionalism and hard work. What makes *The Triangle* so great is that it is independent of the university both editorially and financially. Financial support for *The Triangle* comes solely from its advertisers, and is not provided by the University. *The Triangle* is held in high regards among the community, and the staff takes its responsibility to the paper seriously.

Sincerely,

**The Triangle Editorial Board**



# The Drexel Community

## Students

- 12,909 undergraduate, 6,952 graduate
- Total student body: 19,861
- 58 percent male, 42 percent female
- Because most undergraduate students are enrolled in 5 year programs, you have the opportunity to keep them as customers a year longer than with most schools

## Student buying power

- Through the co-op program, students work full-time six months out of the year, many in the Philadelphia area.
- The average co-op salary is above \$14,000 per 6-month work period, giving Drexel students far more purchasing power than the average student.
- Nearly 72 percent of undergraduate students choose to live off campus, with a large amount choosing to live in University City or Center City.

## Employees

- Drexel employs over 5,100 people.
- 36 percent of full time employees are faculty members.

## Total Drexel Community

- Between students and employees alone, the Drexel community equals nearly 25,000 people.

# Award Winning

We're a longtime member of the Associated Collegiate Press (ACP), the oldest and largest student media organization. We've won numerous awards from the American Scholastic Press Association and the Associated Collegiate Press for our news and sports coverage, as well as our web site.



## Readership & Circulation

The Triangle distributes 5,500 copies weekly around campus, University City and through subscriptions.

We maintain over 50 bin locations on campus and in local businesses.

The Triangle has become part of the curriculum for University 101; a course that all freshman take.

Our web site, [www.thetriangle.org](http://www.thetriangle.org), gets over 50,000 hits per month.

Over the summer when most colleges are on break, Drexel is still buzzing with students because of its year-round class schedule.



# Display Advertising: Options & Deadlines

## Ad Size Options

### Modular

For modular pricing, it allows you to pick one of several standard sizes at a price lower than what the same size ad would be if priced by column inch. You also have the option of choosing other features such as frequency discounts and premium positioning – details are on next page.

## Column inches

Each column inch is 1.84 inches. Space between columns is 0.167 inches. We hold the right to make minimal adjustments to the size of an advertisement to get an exact fit. This will not distort your image. To figure out price by column inch sizing, multiply the number of columns, by the number of inches tall, by the price per column inch listed.

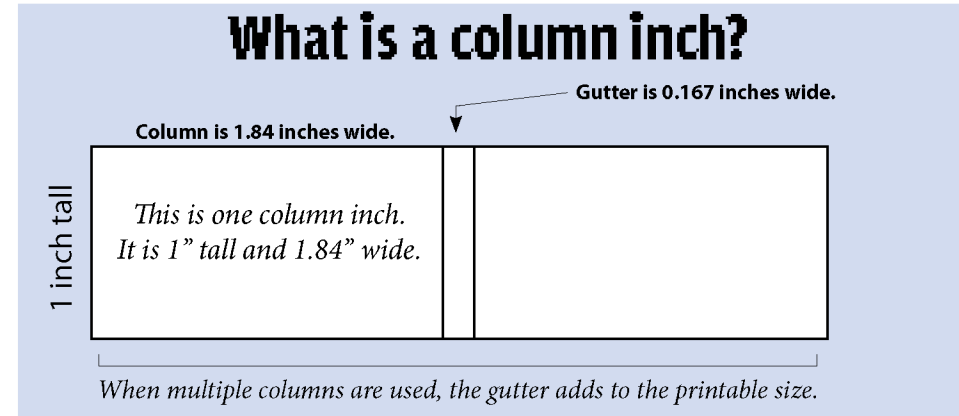
### Color

To factor in color, multiply the total price by 1.6 since there is a 60 percent premium for color. Ads that leave us no room to put anything else on the page will be sized up to and charged as a full page ad. All color ads **must** be submitted in CMYK color format.

## Rate Determination

Advertising agencies, nationally recognized companies, and companies located out of the Greater Philadelphia Region are charged the **National Rate**. Businesses that are located within the Greater Philadelphia Region are charged the **Local Rate**. Please visit [http://www.selectgreaterphiladelphia.com/data/county\\_data.cfm](http://www.selectgreaterphiladelphia.com/data/county_data.cfm) to see what counties are considered part of the Greater Philadelphia region.

Drexel University Departments are charged the **University Department Rate**. Recognized Drexel University Student Organizations are charged the **Student Organization Rate**.



## Deadlines

The deadline for all display advertising in the newspaper is 5:00 p.m. on Monday of the week of publication. All materials must be received by this time. Other types of advertising have their own deadlines, (listed with their descriptions in this guide).

## Premium Positioning

Premium positioning allows the advertiser to request that the display advertisement appear on a specific page of the newspaper. The position on the page cannot be guaranteed due to layout constraints. Pricing for premium positioning is 10 percent of the cost of the advertisement.

## Frequency Discounts

If an advertisement (or a series of different advertisements but part of one campaign), runs for an extended period of time, it may be considered for a frequency discount. Discounts are considered on a per case basis. To inquire about a frequency discount, please call the advertising manager.

# Display Advertising: Prices & Sizes

## National Rates

Custom Size:

\$13 per column inch

Modular Size:

Ad Sizes	Ad Dimensions	B&W Price	Color Price
Full Page	11.875" x 21"	\$1,630	\$2,620
1/2 Page	11.875" x 10.5"	\$810	\$1,300
1/3 Page	9.868" x 8.5"	\$540	\$880
1/4 Page	5.855" x 10.5"	\$400	\$650
1/6 Page	5.855" x 7"	\$270	\$430
1/12 Page	3.848" x 5.5"	\$140	\$220

## Local Rates

Custom Size:

\$11 per column inch

Modular Size:

Ad Sizes	Ad Dimensions	B&W Price	Color Price
Full Page	11.875" x 21"	\$1,380	\$2,210
1/2 Page	11.875" x 10.5"	\$690	\$1,100
1/3 Page	9.868" x 8.5"	\$460	\$740
1/4 Page	5.855" x 10.5"	\$340	\$550
1/6 Page	5.855" x 7"	\$230	\$360
1/12 Page	3.848" x 5.5"	\$120	\$190

## Drexel University Dept. Rates

Custom Size:

\$7 per column inch

Modular Size:

Ad Sizes	Ad Dimensions	B&W Price	Color Price
Full Page	11.875" x 21"	\$880	\$1,410
1/2 Page	11.875" x 10.5"	\$440	\$700
1/3 Page	9.868" x 8.5"	\$290	\$470
1/4 Page	5.855" x 10.5"	\$220	\$350
1/6 Page	5.855" x 7"	\$140	\$230
1/12 Page	3.848" x 5.5"	\$70	\$120

## Drexel Student Org. Rates

Custom Size:

\$6 per column inch

Student Orgs: Take advantage of a \$100 per term advertising credit!

\*Credits do not roll over from one term to the next.

Modular Size:

Ad Sizes	Ad Dimensions	B&W Price	Color Price
Full Page	11.875" x 21"	\$750	\$1,200
1/2 Page	11.875" x 10.5"	\$370	\$600
1/3 Page	9.868" x 8.5"	\$250	\$400
1/4 Page	5.855" x 10.5"	\$180	\$300
1/6 Page	5.855" x 7"	\$120	\$200
1/12 Page	3.848" x 5.5"	\$60	\$100

# Online Advertising Opportunities

## Online Advertising

Another opportunity for advertising comes with our redesigned web site. There is one standard rate for online advertising, regardless of your status as National/Agency, Local, University, or Student Organization. The prices listed are per 10,000 page views.

## Details

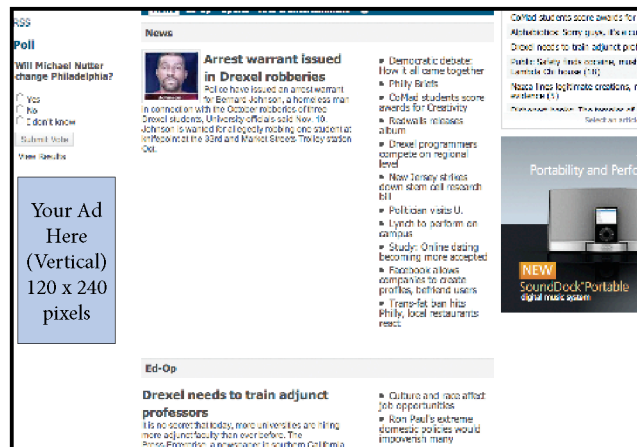
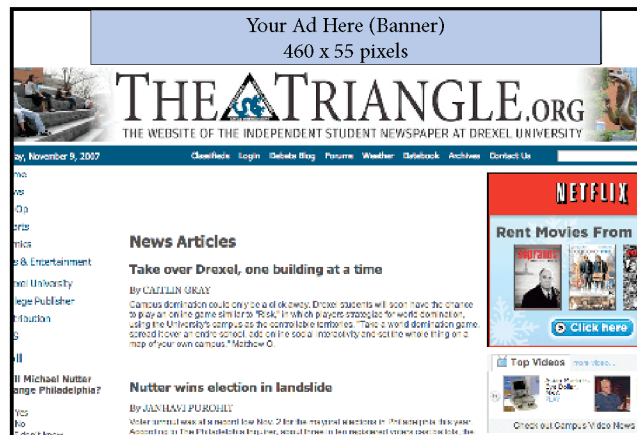
Online ads are sized by the number of pixels, and will appear differently on different screen sizes. A vertical advertisement measures 120 x 240 pixels. A box advertisement measures 300 x 250 pixels. A banner advertisement measures 460 x 55 pixels. There are several locations on each page for ads to appear. Because of this, your ad will cycle through the various locations until the number of page views ordered has been reached.

## Deadline

Online advertising can begin on any day Monday through Friday. The request of advertising and submission of materials are due no later than one week prior to the start of the campaign.

## Submissions

All online ads must be submitted in GIF or JPG formats. Ads may be sent to advertising@thetriangle.org or may be brought to our office.



## Online Rates 2008 2009

### Box

300 x 250 pixels  
\$75 per 10,000 page views

### Banner

460 x 55 pixels  
\$75 per 10,000 page views

### Vertical

120 x 240 pixels  
\$50 per 10,000 page views

## The Triangle Online Readership

-We Average 50,000 hits per month on our web site.

-Each issue has an estimate of 8,000 individual story reads

# Classified Advertising

## Overview

There are two types of classified advertising.

Classified Line Ads are the most common form. Classified Line Ads appear under various categories in the order they are received. They appear in both the print edition of the newspaper and the online edition. The second type of classified advertising is Classified Block Advertising. Block ads are two columns wide and two inches tall, and are placed in a box separate from Classified Line Ads to “highlight” them. All classifieds are edited by the classifieds manager before being listed to fit our classified “grammar.” If you have any questions about this, please e-mail [classifieds@thetriangle.org](mailto:classifieds@thetriangle.org).

## Classified Line Ads

### Details

Line ads run in both the print and online editions of the Triangle unless otherwise noted. There are no discounts for only choosing one or the other.

Line ads have a 40 word limit and will be formatted to match our classified standards. \$.25 for each additional word.

### Submission

Line ads must be submitted on our website [www.thetriangle.org](http://www.thetriangle.org). There are step by step instructions on the website that walk you through the process. No submissions will be accepted on paper or over the phone.

### Deadline

The deadline for placing line ads is 5 p.m. on Monday the week of publication.

## Classified Block Ads

### Details

Block ads run only in the print version of *The Triangle*. Block ads are limited only by the space of the box around the ad. There is no official word limit.

### Submission

Block ads must be submitted by sending an email with the exact information included to [classifieds@thetriangle.org](mailto:classifieds@thetriangle.org). No submissions will be accepted on paper or over the phone.

### Deadline

The deadline for placing block ads is 5 p.m. on Monday the week of publication.

## Classifieds Rates 2008 2009

Classified Line Ads  
\$10 per week (40 word max.)

Classified Block Ads  
(2 col. x 2 inches)  
\$50 per week



# Insert & Magazine Advertising Options

## Preprinted Insert Advertising

Insert advertising is a great option if you want to really make your ad stand out. Inserts must be purchased in the same amount of the paper's weekly circulation. The rates shown are per 1,000 issues. The standard amount of issues we print weekly is currently 5,500, but this number fluctuates during the year so please check with the advertising department to get the exact run size for the issue you plan on advertising in. The deadline for insert advertising is Friday of the week before the requested issue.

Placing an insert in The Triangle must be done directly through the advertising manager. He/she can be reached using the contact information in this guide.

## Special Triangle Magazine Publications

The Triangle publishes at least two special magazine publications each year. One of the preplanned magazines is included in the first issue of the fall term. It is a guide to life on and around campus for incoming freshmen. The other preplanned magazine is the annual Drexel Basketball Preview. It includes in-depth coverage of the upcoming basketball season for the Dragons and Lady Dragons.

The Triangle may decide to publish magazines during each academic year at its discretion. For a complete list of upcoming magazine publications, check the advertising page on [www.thetriangle.org](http://www.thetriangle.org).

### Insert Rates 2008 2009

\$150 insertion charge plus...

1 page	\$75 per 1,000
2-4 pages	\$100 per 1,000
5-8 pages	\$150 per 1,000
9-16 pages	\$200 per 1,000
17-24 pages	\$250 per 1,000
25+ pages	\$350 per 1,000

Minimum Size

8.5" x 5.5"

Maximum Size

11" x 9.5"

(size when folded)





# Payments and Policies

## General

- The rates in this advertising guide are effective for any ads running in issues between September 18, 2008 and August 31, 2009. Ads placed during this time period but scheduled to run after August 31, 2009 will be subject to revised rates and policies.
- The Triangle reserves the right to revise its advertising rates and/or other conditions set forth in this advertising guide at any time with 30 days notice.
- All advertising is subject to approval by *The Triangle*, which reserves the right to reject any copy at its sole discretion.
- *The Triangle* will take responsibility for errors in advertisements only in proportion to the impact the error has in relation to the entire ad, as determined by the advertising and billing managers.
- In addition, all payment adjustments involving typographical errors or erroneous insertions will only be considered for one month after the invoice date. *The Triangle* will not be liable for more than one incorrect insertion of any advertisement.
- All terms and conditions contained in this advertising guide are incorporated as reference. Advertisers, by placement of advertising, agree to these conditions.

## Advertising

- Insertion orders for advertising may be placed at The Triangle offices at 3010 MacAlister Hall, 3141 Chestnut Street, Philadelphia, PA 19104, over the phone at 215.895.2689, by e-mail at [advertising@thetriangle.org](mailto:advertising@thetriangle.org), or by fax at 215.895.5935.

- Advertising is not considered accepted until we send a confirmation of the order.
- Insertion orders placed with incorrect rates or conditions will be placed on hold until all issues are resolved.
- No advertising materials will be returned unless specified by the advertiser.
- Tearsheets will be mailed to all non-Drexel affiliated advertisers on the date of publication to the billing address listed on the insertion order. Tearsheets for classified ads will not be sent unless requested.
- Requests to place an ad in a specific section or on a specific page may be made, and will be fulfilled at the sole discretion of the production manager. Position can be guaranteed on a first come-first served basis by paying a premium of 10% of the cost of the ad. Position requests refer to a specific section or page, and not the position on a page.

## Billing & Credit

- Upon insertion of your display advertisement, classified block advertisement, or classified line advertisement, you will receive a confirmation e-mail with an attached invoice.
- Payment is due within 30 days of the insertion of your advertisement.
- Accounts more than 30 days old may be subject to late fees of 3 percent of the ad cost per month, and may be refused future advertising.

## Artwork

- All artwork must be submitted in pdf, psd, or tiff formats.
- Artwork may be sent via e-mail to [advertising@thetriangle.org](mailto:advertising@thetriangle.org) (recommended), or brought

directly to the office on CD.

- Color ads MUST be submitted using CMYK format. The Triangle will not be held responsible for any issues resulting from a failure to do so.
- It is recommended that all artwork be submitted at 300 dpi. Submitted artwork not at 300 dpi may be accepted, but The Triangle will not be held responsible for poor print quality or any other issues that result.
- Rich Black- Ensure all text and/or black elements are created as 100% Black (K) only. When black is generated with a combination of Cyan, Magenta, Yellow and Black this creates extreme registration difficulties on press and potentially undesirable reproduction. Rich black is often found when material is generated in Photoshop or PDF files are opened in Photoshop. Always check the INFO pallet in Photoshop to ensure Black is 100% and not a combination of Cyan, Magenta, Yellow and Black. Check a PDF file (using Acrobat versions 6 thru 9) by selecting the Output Preview from the Advanced Menu. Turn of the "X" next to the Black channel and all black items should disappear, if they do not, those items are composed of Rich Black.



## 2008 2009 Publication Schedule

<b>Fall</b> Sept.-Dec. 2008	<b>Winter</b> Jan.-March 2009	<b>Spring</b> April-June 2009	<b>Summer</b> June-Aug. 2009
9/18/08	1/9/09	4/3/09	6/26/09
9/26/08	1/16/09	4/10/09	7/10/09
10/3/08	1/23/09	4/17/09	7/24/09
10/10/08	1/30/09	4/24/09	8/7/09
10/17/08	2/6/09	5/1/09	8/21/09
10/24/08	2/13/09	5/8/09	
10/31/08	2/20/09	5/15/09	
11/7/08	2/27/09	5/22/09	
11/14/08	3/6/09	5/29/09	
11/21/08	3/13/09	6/5/09	
12/5/08			

## Contact Information

### Advertising Department

Advertising information & questions    Office Phone: 215-895-2689  
 Placing insertion orders    e-mail: advertising@thetriangle.org  
 Submitting display artwork

### Classifieds Department

Classified information & questions    e-mail: classifieds@thetriangle.org  
 Reorders & cancellations

### Billing Department

Billing information & questions    Office Phone: 215-895-2587  
 Issues regarding invoices & billing    e-mail: billing@thetriangle.org

### Distribution Department

Circulation information  
 Subscription inquiries    e-mail: distribution@thetriangle.org

### All other Inquiries

Editor-in-Chief: Justin Gero  
 Office Phone: 215-895-2936  
 e-mail: justin@thetriangle.org

\*Please note: Contact information may change without notice.

