

2009-2010 ADVERTISING RATES



www.oswegonian.com
advertising@oswegonian.com

THE
OSWEGONIAN

**The Independent Student Newspaper at the State
University of New York at Oswego since 1935**

The Oswegonian is SUNY Oswego's only independent, non for profit, student run newspaper serving the Oswego campus and community since 1935. Readers of The Oswegonian include over 10,000 students, faculty and staff at the college's Oswego campus. The paper is also distributed widely throughout the City of Oswego.

DEMOGRAPHICS & FAST FACTS

With a multitude of degree options, competitive tuition pricing, and quality educators, SUNY Oswego is a target destination for students from around New York and beyond.

Students

- 7,100 full-time undergraduates
- 93% of students are New York State residents
- 7% are out of state or international students

Economic Impact

- SUNY Oswego accounts for \$169.4 million impact on Oswego County
- Students at SUNY Oswego have an impact of \$326.3 million on Central New York

DISTRIBUTION

Weekly Circulation
3,500 copies

- Distributed every Friday during the academic year (excludes holidays and extended recesses)
- Copies can be found in all academic, administrative and residential buildings on the Oswego Campus
- Copies distributed throughout the City of Oswego

**An Ad for all
Occasions!**

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ADVERTISING RATES

ADVERTISEMENT SIZING

Column Size	Real Size
1 column.....	2.217"
2 column.....	4.434"
2.5 column.....	5.543"
3 column.....	6.651"
4 column.....	8.868"
5 column.....	11.085"

PRINT RATES

	B&W	Color
National/Agencies.....	\$11.00	\$15.00 pci
Local Advertisers.....	\$5.00	\$7.00 pci
SUNY Oswego		
Admin. and Departments....	\$4.50	\$6.25 pci
Students/Student Orgs.....	\$3.50	\$4.75 pci

- Color ads will be placed in the four page full color arts & entertainment section, the Laker Review.
- Due to the tabloid configuration of this section, all full page color ads will measure *5 columns x 11.25"*.
- One (1) column in this section is equal to 1.917 real inches.

This box represents the size of exactly

One (1) column inch

Widths are given in columns
Heights are given in inches

CALCULATE YOUR AD COST

Multiply the number of columns by the ad height to find your total column inches, then multiply by the appropriate rate to the left.

2.5 col x 6 inch = 15 col-inch
15 col-inch x \$5.00 pci = \$75.00

All Print Color ads must be sent in CMYK format. The Oswegonian will not be held responsible for mismatched colors for ads sent in RGB format.

**Prices valid until
May 31st 2010**

Rates subject to change after this date

PREMIUM PLACEMENT & AD DESIGN

COVER PAGE ADVERTISEMENTS

Bottom Banner (4col x 2.5in).....	\$175
Top Right (2col x 2in).....	\$85

- All cover advertisements must be designed by The Oswegonian's graphics staff or approved by the Advertising Manager.
- No additional charge for ad design.

LOCATION REQUESTS

Ads 30 col-inch or smaller.....	\$10
Ads 31 col-inch and larger.....	\$20

- All placement guarantees can only be approved by the Advertising Manager.
- Subject to availability.

Take the work out of ad design

Let our graphics staff create a custom ad for your business.

Add 20% of the cost of the ad (\$15 minimum).

All design requests must be made TWO (2) WEEKS prior to insertion. This deadline is strictly held. Final proof must be approved no less than ONE (1) WEEK prior to date of issue.

ONLINE, DISPLAY RACKS & INSERTS

Online Ads run at a weekly rate:

Banner (468x60 pixels)	\$50
Box (300x250 pixels)	\$50
Skyscraper (160x600 pixels)	\$35

- All advertisements **MUST** adhere to these size guidelines
- Artwork must be received **3 days** before the ad launch date
- Subject to availability
- Overall impressions and click-through stats available upon request
- We accept .jpg, .gif, or flash files only
- Prices valid through **February 28, 2010**

Display Rack Ad (17" x 11").....\$75

- Price **does not** include the cost of printing
- Racks can be purchased for 1 month campaigns
- Display racks located in all academic buildings
- 12 racks in total
- With the purchase of 5 display racks, get 1 free
- Prices valid through **February 28, 2010**
- Racks are available on a first come first serve basis

Pre-Printed Insertions

Coupons, flyers, menus, programs, calendars---you name it---we can insert it into the fold of

The Oswegonian.

All Insertions cost:

\$200

Per Issue

Requirements

All inserts must be a full run of 3,500 (must provide 3,600 inserts for spoilage considerations).

All inserts must be no larger than 10.87" x 11.75" folded.

Insertions must be received at the printing location no later than 5 days prior to the insertion

CLASSIFIEDS

TERMS

- Ads may be placed online, in print or both
- All classified ads must be placed and paid for by Friday at 2:30 p.m. before the desired publication date
- We accept cash, checks, and SUNY Oswego departmental or SA purchase orders
- There will be no refunds for cancelled ads after Wednesday of the issue week
- Check your ad on the first insertion date; The Oswegonian is not responsible for any typographical errors in ads beyond the first incorrect insertion date

PRICING

- Classified ads are priced at \$5.00 for the first 20 words and .25 for every additional word
- With any purchase of a print classified ad, you may place it online for half price
- For an additional \$1.00 you can have your ad boxed
- Add a small graphic (provided by The Oswegonian) for \$1.50 more
- **To place a classified ad in The Oswegonian please contact Faith Chaffee at (315) 312-3600 or fchaffee@oswegonian.com**

***The Oswegonian is not responsible for the legitimacy of any advertisements published. Please exercise discretion if responding to any advertisements.*

GENERAL INFORMATION

CONTACT INFORMATION

Advertising Staff

Kate Wilcox, *Advertising Manager*

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Cell: (585) 356-7164

kwilcox@oswegonian.com

Faith Chaffee, *Media Secretary*

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Web site: www.oswegonian.com

Publication Schedule 2009-2010

September

11, 18, 25

October

2, 9, 16, 23, 30

November

6, 13, 20

December

4

February

5, 12, 19, 26

March

5, 26

April

9, 16, 23, 30

All issue dates are Fridays

Special Issue

April Fools Edition

Thursday April 1, 2010

Ask our Ad manager for more information

The Oswegonian reserves the right to change, increase or decrease rates, specifications, and other guidelines set forth in the card at any time without notice.

WHY ADVERTISE?

Students have money to spend. Studies have shown that college students are not swayed by a recession and continue to spend their cash on consumer items and services. Advertising in college newspapers is an ideal way to target this audience.

Unlike their professional brethren, college newspapers are more read than ever, as they are the only source for purely campus news. College newspapers are free and widely available, making them a smart choice in your advertising campaign.

Let us help you gain the support of the Oswego campus community!

POLICIES & TERMS

All display ads must be emailed in PDF format to kwilcox@oswegonian.com by 6 p.m. Friday before the desired publication date. This deadline is strictly held.

All payments must be made one (1) week after receiving invoice. All accounts with outstanding balances will not receive future ad placement until payment is received.

All ad placement must be approved by the advertising manager.

There will be a late fee of 5% for every week the payment is late.

The Oswegonian reserves the right to add or remove policies without notice.

Prices valid until May 31st 2010, Rates will change after this date.