

# the Setonian

## Seton Hall University National & Regional Advertising Media Kit 2010-2011

### ABOUT US

Located 14 miles outside Manhattan, Seton Hall University is one of New Jersey's most prestigious private educational institutions. Seton Hall is made up of nine different schools and colleges, including their top-ranked Law and Business schools. The university also features an elite NCAA Division I Basketball program, including top-tier men's and women's teams.

The Setonian is the award-winning student newspaper of Seton Hall University, distributing 3,000 copies every week to the campus community. The Setonian has been rated one of the top three college newspapers in New Jersey for the last four years by the New Jersey Press Association.

Advertising opportunities for the 2010-2011 school year include display and color advertising, inserts, web advertising, and participation in one of our many special issues.

### GENERAL INFORMATION

Frequency:	Weekly
Day(s) Published:	Thursday
Circulation:	3,000
Readership:	9,000
Summer Issues:	No
4 Column Ads Accepted:	Yes
School Location:	South Orange, NJ
Metro Area:	New York, NY
School Enrollment:	9,669
Format:	5 Column Tabloid
Full Page Size:	5 col (10.0") W x 13.25" H
Column Widths:	1) 1.875" 2) 3.875" 3) 5.875" 4) 8.0" 5) 10.0"

Please note: The Setonian does not accept classified advertising.

### DEMOGRAPHICS

School Type:	4-Year Private
Highest Degree:	Doctorate
09-10 Tuition:	\$30,470
09-10 Estimated Student Expenses:	\$45,484
Most Popular Bachelor's Degree(s):	Business/Management
Most Popular Master's Degree(s):	Business/Management
Male/Female Ratio:	43% M/ 57% F
On Campus Housing Y/N:	Yes
Graduation Rate:	61%
Ethnicity	Percentage
White:	51%
Black:	12%
Hispanic:	10%
Asian/Pacific Islander:	6%
American Indian:	0%
Unknown/Other:	17%
Non-Resident Alien:	3%

### DISPLAY ADVERTISING

#### Column Inch Rates (Black & White)

Description	PCI Rate
National/Open Rate	\$10.75

#### Modular Sizes and Rates (Black & White)

Description	Size	Rate
Full Page	5 col (10.0") W x 13.25" H	\$650.00
Half Page Horizontal	5 col (10.0") W x 6.625" H	\$325.00
Half Page Vertical	2.5 col (5.0") W x 13.25" H	\$325.00
Quarter Page Vertical	2.5 col (5.0") W x 6.625" H	\$178.05
Quarter Page Horizontal	5 col (10.0") W x 3.3125" H	\$178.05

#### Color Rates

Description	Rate
Full Color CMYK (Process, 4-Color)	\$395.00

#### Size Restrictions

- Minimum size of 10 column inches.
- Ads more than 11.0" in height will be billed at the full page height of 13.25".



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## DISPLAY ADVERTISING DISCOUNTS

### Frequency Discounts\*

Min Insertions:	2	4	8	
Max Insertions:	3	7	14	15+
% Discount:	5%	10%	15%	20%

### Bulk Contracts\*

Column Inches:	250	500
PCI Rate:	\$9.50	\$8.75

*\*The above discounts will not be applied to color costs. For color ads, the discounts will apply to the black and white portion only and the advertiser will pay the full color rate.*

## INSERT QUANTITIES & RATES

Min Pages:	1	2
Max Pages:	2	24
Flat Rate (per 3,000 copies):	\$450.00	\$525.00

Min Size:	4.0" x 6.0"
Max Size:	7.5" x 11"

*Please send a PDF of the insert to: [orders@mymediamate.com](mailto:orders@mymediamate.com) for content approval prior to shipping actual materials. Insert materials must be shipped directly to the address below:*

*Rfm Printing, Inc.  
1715 Highway 34  
Wall, NJ 07719*

*RE: Setonian Insert (date of insert)*

*Inserts must arrive at above address 2 weeks prior to run date.*

## ONLINE RATES

Size (In Pixels)	Rate Per Month
Rectangle, 300 x 250	\$375.00
Skyscraper, 120 x 600	\$350.00
Small Horizontal Banner, 468 x 60	\$250.00

### Online Discounts

- Run an online ad for one month in addition to a display ad and receive 15% off the online advertising invoice.
- Run 3 months or more and receive 20% off total online advertising invoice.

*Please note: These discounts cannot be combined.*

<http://www.thesetonian.com/>





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## BASIC CREATIVE REQUIREMENTS

- PDF with all fonts embedded
- EPS file with all fonts embedded
- All images should be 200-300 dpi
- Color images must be in CMYK format
- Black and white images must be in grayscale

## PUBLICATION DATES

### Fall 2010

September 2- Back to School Issue, 9, 16, 23 - Careers in Business Issue, 30

October 7 - Grad School Focus Issue, 14, 21, 28 - Basketball Issue

November 4, 11, 18

December 2, 9

### Spring 2011

January 20, 27

February 3 - Career Fair Issue\*, 10, 17, 24

March 3, SPRING BREAK 17, 24, 31

April 7, 14, 28

May 5 - Commencement Issue

\* Tentative Special Issue

## Academic Calendar

<http://www.shu.edu/calendars>



## DEADLINE & CONTACT INFORMATION

*Space and material deadline for display advertising is 7 business days prior to run date.*

*Please note: Our deadline is 7 business days, not 7 weekdays. For example, if your ad is running on Thursday, February 25th, your artwork and space reservation is due Tuesday, February 16th.*

*The Setonian has hired MediaMate to be its exclusive Ad Manager. MediaMate is not an agency. MediaMate is the direct ad manager on staff, and all rates published on this media kit are direct rates. Please be sure to update your contact information for The Setonian to the below address to ensure all correspondence and ad materials are received.*

*Payments should be made out to: MediaMate and mailed to: MediaMate, 52 Stiles Rd., Suite 206, Salem, NH 03079 or to pay by credit card call MediaMate at 888.897.7711 or 603.898.7711. Accepted card types are Visa, Mastercard, Discover, and Amex.*

*All information subject to change at anytime.*

**MEDIA|MATE**

52 Stiles Rd., Suite 206  
Salem, NH 03079  
P 888.897.7711 or 603.898.7711  
F 978.231.0300  
E [orders@mymediamate.com](mailto:orders@mymediamate.com)  
[www.mymediamate.com](http://www.mymediamate.com)