

# 2009-2010 ADVERTISING PACKAGE



[www.oswegonian.com](http://www.oswegonian.com)  
[advertising@oswegonian.com](mailto: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, not 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, and is 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!**

**PRINT ADS**

**INSERT ADS**

**COUPONS**

**CLASSIFIED**

**DISPLAY RACKS**

**ONLINE**

# ADVERTISING RATES AND ADD-ONS

## 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"

\* A full page ad on pages 1-12 is 5 columns x 21.5 inches

This box represents the size of exactly **1 (one) 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.**

## PRINT RATES

National/Agencies.....	\$11.00 pci
Local Advertisers.....	\$5.00 pci
SUNY Oswego Admin. and Depts.....	\$4.50 pci
SUNY Oswego Students/Student Orgs.....	\$3.50 pci

## PREMIUM PLACEMENT

### Color Advertising Rates

National/Agencies.....	\$15.00 pci
Local Advertisers.....	\$7.00 pci
SUNY Oswego Admin. and Depts.....	\$6.25 pci
SUNY Oswego Students/Student Orgs.....	\$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 ads will measure **5 columns x 11.25"**
- One (1) column in this section is equal to 1.917 real inches
- **Minimum charge of \$10.00**

### 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

### Coupons

College students love discounts! Have your business featured in our weekly coupon section.

- Flat rate.....\$30.00
- Limited space available
- Coupons measure **2 columns x 2"**

### Cover Page Advertisements

<b>Bottom Banner (4col x 2.5in).....</b>	<b>\$175</b>	<b>Top Right (2col x 2in).....</b>	<b>\$85</b>
--	--------------	------------------------------------	-------------

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

# CLASSIFIEDS & INSERTS

## CLASSIFIED ADVERTISING

- Ads may be placed online, in print or both
- All classified ads must be placed and paid for by Wednesday 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
- The deadline for Classified advertising is **Wednesday** at 2:30 p.m.

### 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.*

## 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 date.

## ONLINE ADVERTISING & AD DESIGN

**Advertise on our web site at [www.oswegonian.com](http://www.oswegonian.com)**

### Ads run at a weekly rate:

Banner (468x60 pixels).....	\$110
Box (300x250 pixels).....	\$80
Skyscraper (120x240 pixels).....	\$75

- All advertisements MUST adhere to these size guidelines
- The Oswegonian is not responsible for any skewed images
- Artwork must be received two days prior to the campaign launch date
- Subject to availability
- Overall impressions and click-through stats available upon request
- We accept .jpg, .gif, or flash files only

### 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.

# GENERAL INFORMATION

## CONTACT INFORMATION

### Advertising Staff

Kate Wilcox, *Advertising Manager*  
Direct: (315) 312-3269 ext. 1  
Cell: (585) 356-7164  
kwilcox@oswegonian.com

Faith Chaffee, *Media Secretary*  
Office: (315) 312-3600  
fchaffee@oswegonian.com

### Mailing Address:

135A Campus Center  
Oswego, NY 13126

**Phone:** (315) 312-3600

**Fax:** (315) 312-3542

**E-mail:** info@oswegonian.com

**Web site:** www.oswegonian.com

## 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. Monday 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.

## 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.