



THE SPECTRUM
RATE CARD
2015-2016

fax number: 701.231.9402
business manager: 701.231.5801
advertising manager: 701.231.8994
office manager/classified advertising: 701.231.8929



OVER **14,000** students
on campus

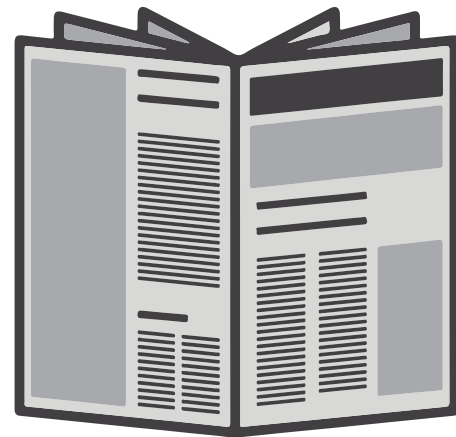


social
media followers

2,700

4,000

newspapers
printed biweekly



56.3%

ONLINE
READERS
FROM ND

20.1%

ONLINE
READERS
FROM MN



**DEVICES USED
BY WEB VIEWERS**



64.49%



29.55%

5.97%



*all statistics as of april 2014



Circulation

4,000 copies of the Spectrum are distributed throughout the NDSU campus and downtown Fargo every Monday and Thursday of the academic year excluding holidays, breaks and final exam weeks.

General Policy

All submitted advertising is subject to The Spectrum's approval and becomes the property of The Spectrum. The Spectrum reserves the right of refusal or the right to decline, discontinue or revise any advertisements found unsuitable for publication and to place the words "Paid Advertisement" above any ad resembling editorial copy. Only the publication of an ad signifies acceptance by The Spectrum.

All ads created or altered by The Spectrum may not be used for any other publication without the written consent of The Spectrum.

Political Advertisements

All political ads must be paid for in advance. Political ads must bear the words "Paid Political Advertisement" and must plainly identify the sponsor with accordance to the law. Under law, the advertiser is responsible for compliance.

Additional Information

Editorial policy on special products or services such as alcohol, profanity or excessive nudity will be dealt with on a per-item basis as the need arises. Tearsheets are mailed out to display advertisers only after publication of the

ad. If the same ad has multiple runs throughout the same month, tearsheets will be mailed together at the end of the month.

Billing

Direct all billing inquiries to the office manager at 701.231.8929. Statements from the NDSU business office are billed on approximately the last working day of each month. For proper credit, please include the statement stub or insertion order number with payment. Outstanding account balances not paid within 30 days will accrue a finance charge of 1.75 percent monthly. A returned check fee of \$25 will be assessed for each check that is returned to The Spectrum.



2015 FALL SEMESTER

29 Issues

August						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

2016 SPRING SEMESTER

30 Issues

January						
S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

March						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



Publication Dates
(Mondays & Thursdays)



No School



The Spectrum is the official student newspaper of North Dakota State University. Web advertisements are flat rates based on page position.

The screenshot shows the homepage of The Spectrum website. Ad positions are labeled as follows:

- A** 468x60: Located at the top of the main content area, above the featured stories.
- B** 300x250: Located on the right side of the page, below the featured stories.
- C** 300x250: Located on the right side of the page, below the featured stories.
- D** 300x150: Located on the right side of the page, below the featured stories.
- E** 250x300: Located at the bottom of the page, in the footer area.

The Spectrum wants you to be a part of our new look on the web, unveiled April 2014.

- A** **Banner**
Monthly: \$300 Weekly: \$100
- B** **Premium Sidebar**
Monthly: \$270 Weekly: \$90
- C** **Sidebar (Large)**
Monthly: \$210 Weekly: \$70
- D** **Sidebar (Small)**
Monthly: \$150 Weekly: \$50
- E** **Footer**
Monthly: \$180 Weekly: \$60

SEND US YOUR AD



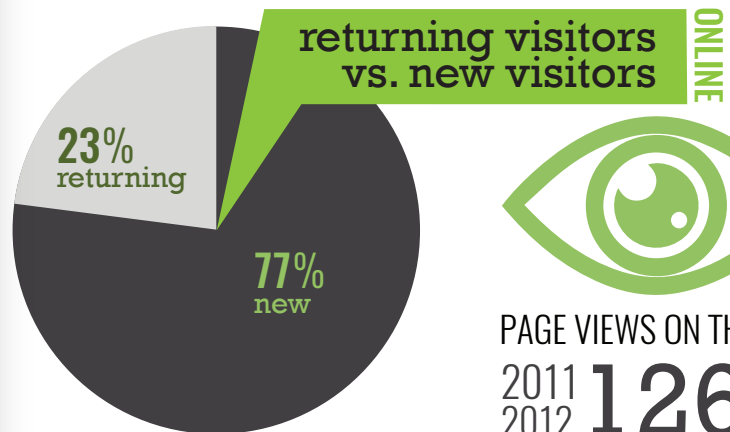
Online ads are due two business days before run date. Sizes given are actual pixel measurements. Ads can be sent to ad.manager@ndsuspectrum.com

Formats: SWF (with links embedded), GIF, PNG, and JPG

File size limit: 60kb

NEED A DESIGN?

Our graphic designer is at your disposal for a complete ad design or minor change. Please contact a rep for more information.



PAGE VIEWS ON THE WEB



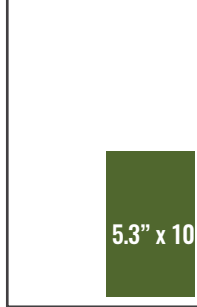

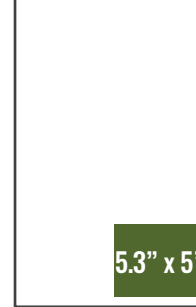

2011 126K
2012 126K
2013 145K
2014 145K
2015 180K

and growing


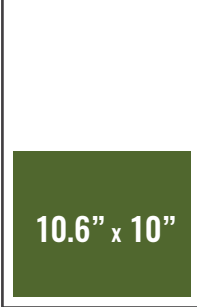
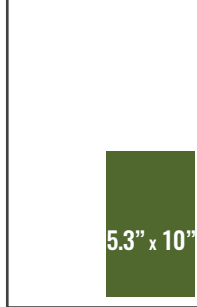

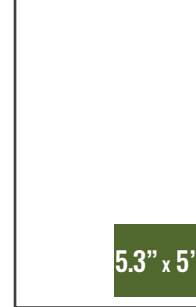



The Spectrum is the official student newspaper of North Dakota State University. It is published by the Board of Student Publications, NDSU and is printed at Page One Printers of Slayton, MN.

ON-CAMPUS ADVERTISERS

					
Full page 6 col x 20"= 120 col in.	1/2 page 6 col x 10"= 60 col in.	1/4 page 3 col x 10"= 30 col in.	Bottom banner 6 col x 4"= 24 col in.	1/8 page 3 col x 5"= 15 col in.	2x4 2 col x 4"= 8 col in.
Student Orgs. \$444	\$222	\$111	\$88.80	\$59.20	\$29.60
Admin / Depts. \$504	\$252	\$126	\$100.80	\$67.20	\$33.60

OFF-CAMPUS ADVERTISERS

					
Full page 6 col x 20"= 120 col in.	1/2 page 6 col x 10"= 60 col in.	1/4 page 3 col x 10"= 30 col in.	Bottom banner 6 col x 4"= 24 col in.	1/8 page 3 col x 5"= 15 col in.	2x4 2 col x 4"= 8 col in.
Local F-M area \$564	\$282	\$141	\$112.80	\$70.50	\$37.60
Nonprofit \$504	\$252	\$126	\$100.80	\$67.20	\$33.60
ND, SD, MN \$600	\$300	\$150	\$120	\$75	\$40
National \$900	\$450	\$225	\$180	\$112.50	\$60

CLASSIFIEDS

We would love to help you spread your message! All classified advertising must be pre-paid. Rates are per issue and a **10% discount** is available for 24 consecutive issues (a full semester).

<u>ON CAMPUS</u>	<u>1-50 Words</u>	<u>51-100 Words</u>
Student Orgs.	\$5.00	\$8.00
Admin / Depts.	\$6.00	\$10.00
<u>OFF CAMPUS</u>	<u>1-50 Words</u>	<u>51-100 Words</u>
Local F-M area	\$7.00	\$12.00
Nonprofit	\$6.00	\$10.00
ND, SD, MN	\$8.00	\$14.00
National	\$10.00	\$18.00

To place your order now, call 701.231.8929 or email office.manager@ndsuspectrum.com



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FREQUENCY

There is a **10 cent discount** per column inch on multiple ads run per issue (this is not included in national pricing).

Prepaying for ads grants a **10% discount**.

To achieve maximum results and **save up to 20%**, ask about our contract rates.

*Grouping of campus departments is not permitted. Not available to national advertisers.

PRE-PRINTED INSERTS

The largest size of a pre-printed insert is 10.625"x10". The insert must be a single sheet and can be designed in any manner.

\$50 per 1000 | Inserts must be scheduled through a rep a minimum of two weeks in advance. Pre-approval necessary.

SEND US YOUR AD

PDF files preferred.

Embed all fonts. Graphics will be printed at 300 dpi.



Other Acceptable Formats:

.jpg, .psd, .tiff, .eps, and .ai. Please contact the ad manager with any questions regarding file format.

*Ads sent in other formats, including Microsoft files, will need to be rebuilt by our graphic designer and may not be reproduced as intended.

NEED A DESIGN?

Our graphic designer is at your disposal for a complete ad designer or minor change. Please contact a rep for more information!

Special Placement

Advertising placement is run-of-paper unless a specific position is requested (subject to editor's preemption), and a placement charge of \$25 per issue will be applied.

CANCELLATIONS / ERRORS

Cancellations must be made **before** the advertising deadline. No refunds will be given for cancellations after the deadline.

Minor Typographical Errors- such as misspelled words. **15% discount**.

Moderately Pixelated- applies to ads that became pixelated during the electronic printing process. **25% discount**.

Major Errors and/or Omissions- This includes ads that have incorrectly designed information clearly given by clients. **No charge**.

*The Spectrum shall not be liable for slight changes or typographical errors that do not reduce the value of the advertisement. In the event of an ad error in which The Spectrum is liable, its liability shall be limited to republication of the advertisement or a refund of the entire cost of the ad space occupied. The Spectrum shall not be liable beyond the cost of the advertising space.

STAND OUT WITH COLOR

Boost visibility and appeal.



Black & White



1-Spot: +\$60



2-Spot: +\$90



Full Color: +\$110

DEADLINES

MONDAY PUBLICATION

1:00 p.m. Thursday
(issue before)

THURSDAY PUBLICATION

1:00 p.m. Monday
(issue before)