Over 14,000 students on campus

2,700 social media followers
4,000 newspapers printed biweekly

56.3% online readers from ND
20.1% online readers from MN

64.49% devices used by web viewers
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.
ONLINE ADVERTISING

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

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

- **Banner**
  - Monthly: $300
  - Weekly: $100

- **Premium Sidebar**
  - Monthly: $270
  - Weekly: $90

- **Sidebar (Large)**
  - Monthly: $210
  - Weekly: $70

- **Sidebar (Small)**
  - Monthly: $150
  - Weekly: $50

- **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: 145K
- 2013: 144K
- 2014: 180K
- and growing

MIKAILA MOYER
PHONE: 701.231.8994 EMAIL: ad.manager@ndsuspectrum.com
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

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rates</th>
<th>ON CAMPUS ADVERTISERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$444</td>
<td>$444</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$222</td>
<td>$222</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$111</td>
<td>$111</td>
</tr>
<tr>
<td>Bottom banner</td>
<td>$88.80</td>
<td>$88.80</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$59.20</td>
<td>$59.20</td>
</tr>
<tr>
<td>2x4</td>
<td>$29.60</td>
<td>$29.60</td>
</tr>
</tbody>
</table>

OFF-CAMPUS ADVERTISERS

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rates</th>
<th>OFF-CAMPUS ADVERTISERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$564</td>
<td>$564</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$282</td>
<td>$282</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$141</td>
<td>$141</td>
</tr>
<tr>
<td>Bottom banner</td>
<td>$112.80</td>
<td>$112.80</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$70.50</td>
<td>$70.50</td>
</tr>
<tr>
<td>2x4</td>
<td>$37.60</td>
<td>$37.60</td>
</tr>
</tbody>
</table>

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).

<table>
<thead>
<tr>
<th>Class</th>
<th>Rates</th>
<th>ON CAMPUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Orgs.</td>
<td>$5.00</td>
<td>$7.00</td>
</tr>
<tr>
<td>Admin / Depts.</td>
<td>$6.00</td>
<td>$8.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class</th>
<th>Rates</th>
<th>OFF CAMPUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local F-M area</td>
<td>$7.00</td>
<td>$9.00</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>$6.00</td>
<td>$8.00</td>
</tr>
<tr>
<td>ND, SD, MN National</td>
<td>$10.00</td>
<td>$12.00</td>
</tr>
</tbody>
</table>

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

CANCELATIONS / 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.

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.

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)