

THE SPECTRUM | NORTH DAKOTA STATE UNIVERSITY | 254 MEMORIAL UNION | FARGO, ND 58108

NDSUSPECTRUM.COM

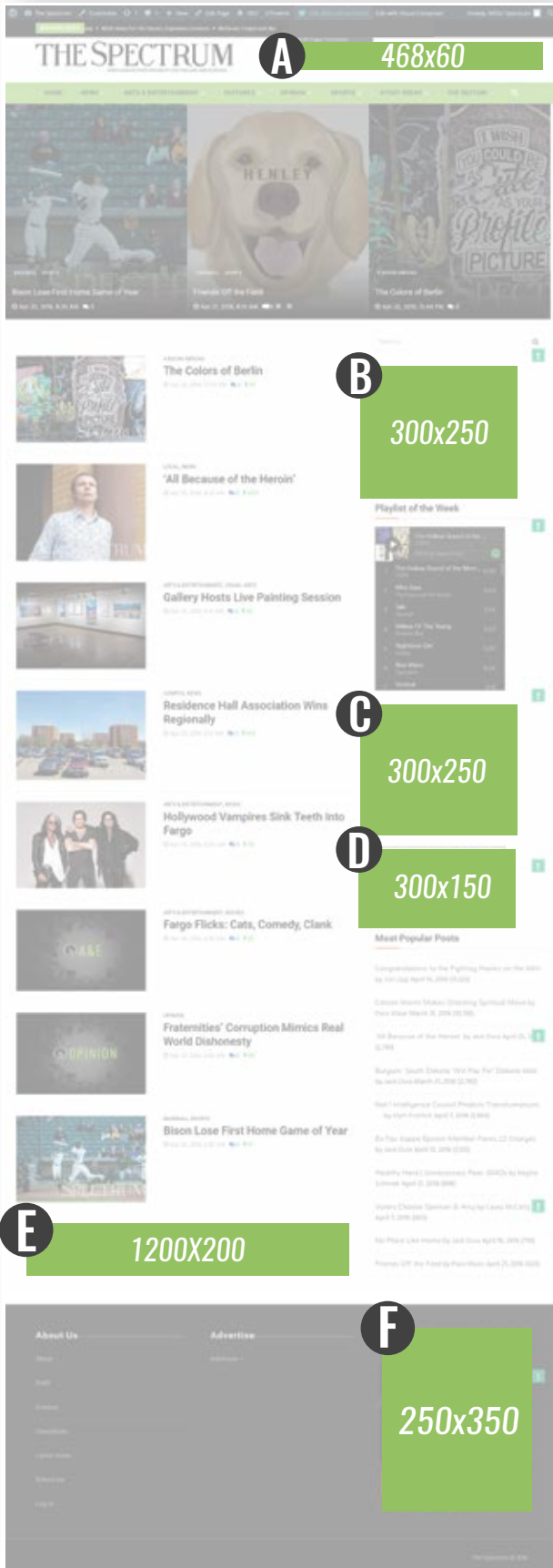


THE SPECTRUM
RATE CARD
2017-2018

ADVERTISING MANAGER: 701.231.8994
ADVERTISING EXECUTIVE: 701.231.6050
OFFICE MANAGER/CLASSIFIED ADVERTISING: 701.231.8929
FAX NUMBER: 701.231.9402



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.

- A Banner**
Semester: \$1,377 Monthly: \$290 Weekly: \$90
- B Premium Sidebar**
Semester: \$1,235 Monthly: \$260 Weekly: \$80
- C Sidebar (Large)**
Semester: \$950 Monthly: \$200 Weekly: \$60
- D Sidebar (Small)**
Semester: \$665 Monthly: \$140 Weekly: \$40
- E Footer**
Semester: \$807 Monthly: \$170 Weekly: \$50
- F Bottom Banner:**
Semester: \$665 Monthly: \$140 Weekly: \$40

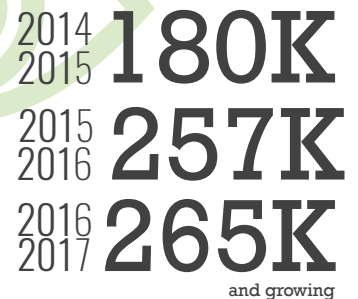
NEED A DESIGN?

Our graphic designer is here to help you with a complete ad design or minor change.

Please contact a rep* for more information.

**For ad creation please contact a rep
7 DAYS IN ADVANCE of the deadline*

PAGE VIEWS ON THE WEB





The Spectrum is the official student newspaper of North Dakota State University. It operates under the Student Media Board. It is printed at Forum Communications Printing of Detroit Lakes, MN.

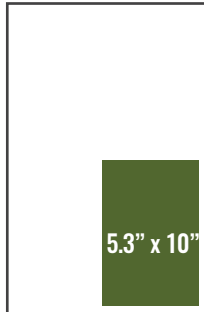
ADVERTISERS



Full page
6 col x 20" = 120 col in.



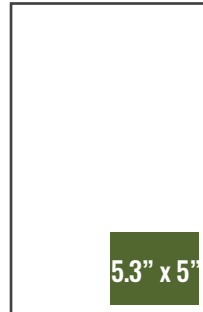
1/2 page
6 col x 10" = 60 col in.



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.

ON-CAMPUS

Student Orgs.	\$444	\$222	\$111	\$88.80	\$59.20	\$29.60
Admin / Depts.	\$504	\$252	\$126	\$100.80	\$67.20	\$33.60

OFF-CAMPUS

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

STAND OUT WITH COLOR

Boost visibility and appeal.



Black & White



1-Spot: (CMYK) +\$60
2-Spot: (Green, Blue, Orange, Red) +\$90



Full Color: +\$110

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).

ON CAMPUS	1-50 Words	51-100 Words
Student Orgs.	\$5.00	\$8.00
Admin / Depts.	\$6.00	\$10.00
OFF CAMPUS	1-50 Words	51-100 Words
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

Addie Long
EMAIL: ad.manager@ndsuspectrum.com

Thomas Evanella
EMAIL: ad.exec@ndsuspectrum.com



Circulation

3,000 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*.



2017 FALL SEMESTER

28 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		

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			

2018 SPRING SEMESTER

28 Issues

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			

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

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

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
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		



Publication Dates
(Mondays & Thursdays)



Alcohol-Free
Advertisements



No School



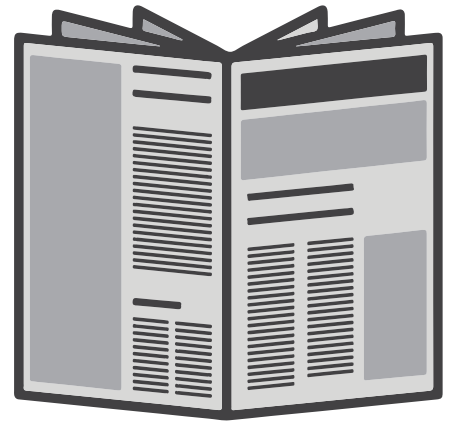
OVER **14,500** students on campus



social media followers

4,500

3,000 newspapers printed biweekly



24%

ONLINE READERS FROM ND

19%

ONLINE READERS FROM MN



DEVICES USED BY WEB VIEWERS



54%



41%



5%

*all statistics as of July 2017



The *Spectrum* is the official student newspaper of North Dakota State University. It operates under the Student Media Board. It is printed at Forum Communications Printing of Detroit Lakes, MN.

FREQUENCY

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

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.

NEED A DESIGN?

Our graphic designer is here to help you with 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.

SEND US YOUR AD

Formats for Print

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.

Formats for Online

Online ads are due two business days before rundate. 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



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.

DISPLAY ADVERTISING

The *Spectrum* holds the right to adjust advertising rates as published.

Only the advertising manager is authorized to make adjustments in advertising rates. Rates stated are per column inch (PCI).

SINGLE RUN	MULTIPLE RUN	
\$3.70 PCI	\$3.60 PCI	Student Orgs.
\$4.20 PCI	\$4.10 PCI	Admin / Depts.
\$4.70 PCI	\$4.60 PCI	Local F-M area
\$4.20 PCI	\$4.10 PCI	Nonprofit
\$5.00 PCI	\$4.90 PCI	ND, SD, MN
\$7.50 PCI	\$6.50 PCI	National

CONTRACT RATES

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

Col. Inches	Rate PCI
150-300	\$4.10
301-450	\$3.95
451-600	\$3.80
601-750	\$3.65
751-900	\$3.50
901+	\$3.30

DEADLINES

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

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

Please send us your ad no later than the times listed

Addie Long
EMAIL: ad.manager@ndsuspectrum.com

Thomas Evanella
EMAIL: ad.exec@ndsuspectrum.com