

NORTH DAKOTA STATE UNIVERSITY
254 MEMORIAL UNION | FARGO, ND 58104

NDSUSPECTRUM.COM



ADVERTISING.MANAGER@NDSUSPECTRUM.COM
OFFICE MANAGER / CLASSIFIED ADVERTISING: 701.231.8929

ONLINE ADVERTISING

the
Spectrum

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

NEED A DESIGN?

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

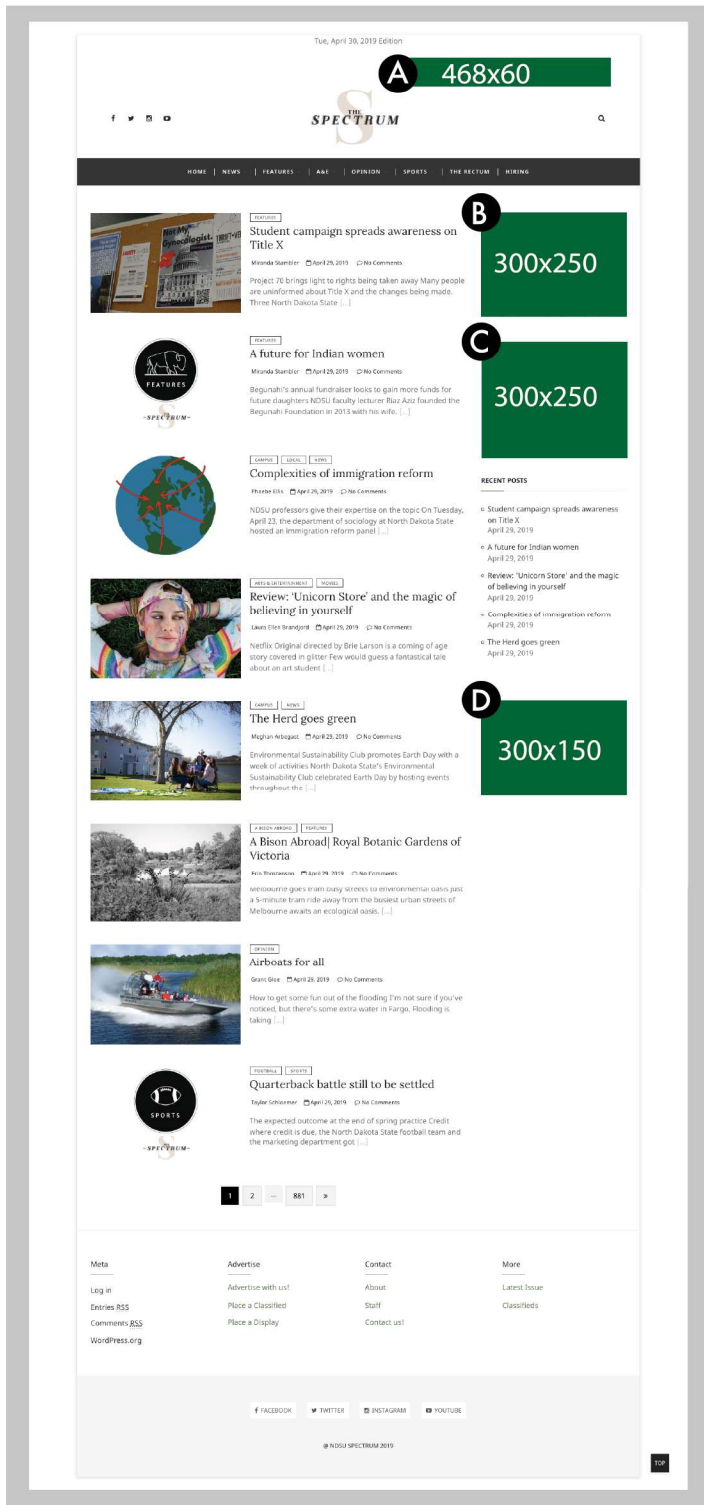
Please contact a rep* for more information.

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



Questions?

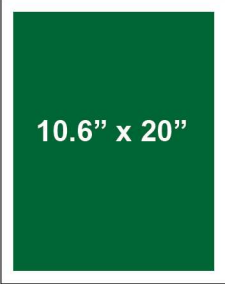
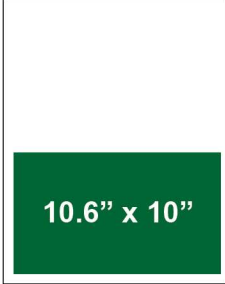
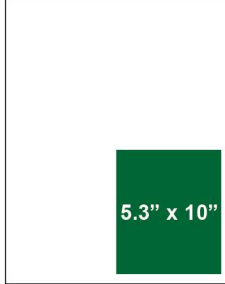
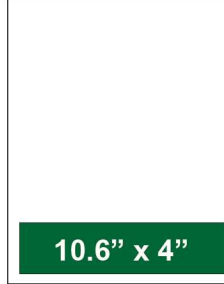
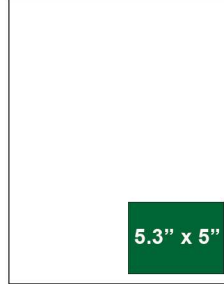
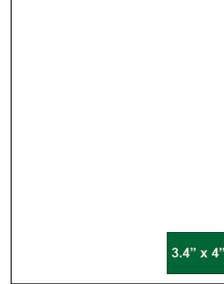
EMAIL: ad.manager@ndsuspectrum.com



RATES & SIZING

the
Spectrum

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.	2 x 4 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	\$284	\$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 advertising 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

PRINTING INFO

^{the}
Spectrum

FREQUENCY

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

NEED A DESIGN?

Our graphic designer is here to help you with a complete ad design or a minor change. A \$15 minimum with an additional \$15 per hour will be added to your billing. Please contact a rep for more information.

Special Placement

Advertising placement is run-of-paper unless special placement is requested (subject to editor's discretion). A special 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: JPEG, EPS, 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	Non-Profit
\$5.00 PCI	\$4.90 PCI	ND, SD, MN
\$7.50 PCI	\$6.50 PCI	National

CONTRACT RATES

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

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

DEADLINES

THURSDAY
PUBLICATION **1:00 PM MONDAY**

Please send us your ad no later than the times listed or your ad will not make it in that week's paper

Questions?

EMAIL: ad.manager@ndsuspectrum.com



OVER **14,500** students
on campus



social **5,500+**
media followers



2,000 newspapers
printed weekly

15,000+

website visits every month



PROVISIONS & POLICIES

^{the}**Spectrum**

Circulation

2,000 copies of The Spectrum are distributed throughout the NDSU campus and downtown Fargo every Thursday of the academic year excluding holidays, breaks and final exam weeks.

Billing

Direct all billing inquiries to the office manager at 701.231.8929. Statements from the NDSU business office are billed 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.

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 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.

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.

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.