

The background features three horizontal stripes in dark blue, medium blue, and light blue. On the right side, there is a stylized illustration of a classical column with a fluted shaft and a capital. The column is tan with dark brown outlines and sits on a dark brown base. A large, faint, light gray letter 'S' is visible behind the text.

THE SPECTRUM

Media Kit

Fall 2024



Who we are

The Spectrum is the University at Buffalo's premier student publication. For 75 years, *The Spectrum* has circulated the University at Buffalo's three campuses and beyond. As the university's only independent source of news, we fill a vital role by publishing issues facing the UB community in a professional and uncensored light. *The Spectrum* has been growing in its online and mobile presence through its website and social media outreach across platforms such as Twitter/X, Instagram, Facebook and www.ubspectrum.com.

When times are good, you should advertise.
When times are bad, you must advertise.

-American Business Media



Online Reach



www.ubspectrum.com

Page visits per month

30,000



@ubspectrum

Followers **6,500**

Impressions per month

86,400



@UBSpectrum

Followers **4,157**

Impressions per
month

3,000



@ubspectrum

Followers **4,478**

Accounts Reached
per month

13,000



Website (ubspectrum.com)

Laptop View



Phone View



**Actual size varies across device types.
Prices subject to change.**

Leaderboard (top)

**Web Size - 728 x 90 px
Mobile Size - 320 x 50 px**

**\$100/week
\$325/month**

Rectangle

Web & Mobile Size - 300 x 250 px

**\$75/week
\$250/month**

Details

- All spots are first come, first serve. Can start on any day at 12:00am.
- If multiple rectangle ads are running, the location will rotate evenly
- Supported filetypes: JPG, GIF, PNG
no more than 100kb or 72ppi, RGB color only
- Link required when submitting ads
- Spectrum graphic design team can create an ad for \$50. Includes free revision, possible extra charge for multiple revisions.



www.ubspectrum.com
Social Media: @ubspectrum

Suite 132 Student Union
Buffalo, NY 14260-2100

To Advertise Contact:
matthew.mcculloch@ubspectrum.com

Email Newsletter



**Actual size varies across device types.
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Leaderboard
Web & Mobile Size – 550 x 90 px
\$100/week
\$325/month

Large Square
Web & Mobile Size – 550 x 550 px
\$100/week
\$325/month

Details

- All spots are first come, first serve
- Email goes out 9am on most Wednesdays when classes are in session
- Some newsletters may have more than one large square, won't be placed back to back
- Links can be imbedded in all ads

Spectrum graphic design team can create

- an ad for \$50. Includes free revision, possible extra charge for multiple revisions.

Social Media

Instagram + Facebook Story (24 hours)

1080 X 1920 px – 9:16 aspect ratio

\$10 for one story on each platform

\$40 for five stories on each platform



Details

- Advertiser can pick dates and frequency
- Stories will stay up for 24 hours
- Advertiser can be tagged and link can be included
- Avoid putting information directly at top, will be obstructed by our logo and handle
- Spectrum graphic design team can create a story ad for \$20

**Actual size varies across device types.
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Policies and Guidelines

Payment and Credit

The Spectrum gladly accepts most credit cards, checks, money orders and cash for payment. (Returned checks will incur a \$35 fee.)

Billing & New Accounts

Prepayment is required on all new or specially designated accounts until credit is established. Full payment of an invoice is expected within 30 days of the invoice billing date.

A charge of 1.5% per month will be added to outstanding accounts.

Advertisements will not be accepted from any advertiser whose account is 45 days or more

Copy Guidelines

The Spectrum is not responsible for incorrect copies submitted by the advertiser, or any errors which do not lessen the value of an advertisement. Billing adjustments will be made by the office director based on how much the error detracts from the effectiveness of the advertising message. *The Spectrum's* liability for an error shall be limited to that portion of the advertisement affected by the error. Such an error will not be considered unless the office director is notified of the error before the next insertion of an advertisement. In the event of non-publication of copy furnished by an advertiser, *The Spectrum* will not be liable for any loss or damage incurred.

The Spectrum reserves the right to refuse any advertising that is believed to be false, or in poor taste.

The Spectrum reserves the right to edit any advertising.

All advertising, including classifieds is subject to the approval by *The Spectrum* management.

Deadlines

The Spectrum must have a signed contract and the ad file on hand 48 hours before ad is scheduled to run. This is necessary to ensure the quality and timing of the content.

**Thank you for advertising
with The Spectrum!**

