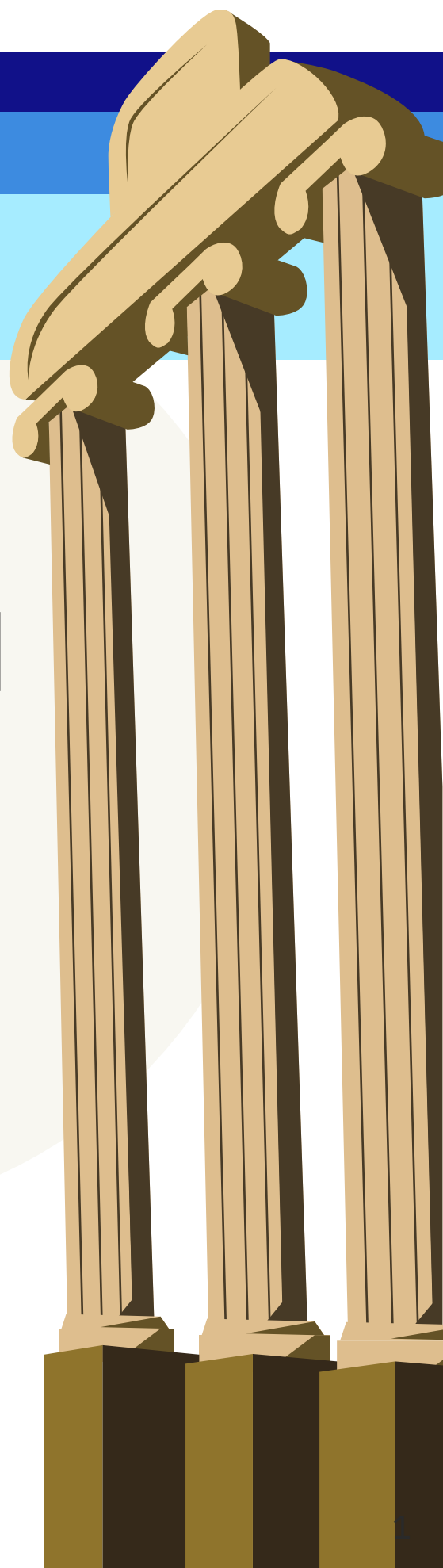




# THE SPECTRUM

## Media Kit

### 2023-2024



# Who we are

*The Spectrum* is the University at Buffalo's premier student publication. For over 70 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, Instagram, Facebook and [www.ubspectrum.com](http://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](http://www.ubspectrum.com)

Total impressions  
**206K** per month



[@ubspectrum](https://twitter.com/ubspectrum)  
Followers **6,400**

Impressions  
per month  
**86,400**



[@UBSpectrum](https://www.facebook.com/UBSpectrum)  
Page Likes **4,112**

Post Engagement  
per month  
**3,000**



[@ubspectrum](https://www.instagram.com/ubspectrum)  
Followers **4,120**

Accounts Reached  
per month  
**13,000**



# Online rates + sizes



**Ads display at different actual sizes across various devices**

**Leaderboard (top)** **\$100/week**  
**Web Size - 728 x 90 px** **\$325/month**  
**Mobile Size - 320 x 50 px**

**Rectangle** **\$75/week**  
**Web & Mobile Size - 300 x 250 px** **\$250/month**

## Classifieds

**150 word limit** **\$30/week**  
**on website classifieds tab** **\$100/month**

## Requirements

- Email to [matthew.mcculloch@ubspectrum.com](mailto:matthew.mcculloch@ubspectrum.com)
- Supported filetypes: **JPG, GIF, PNG**  
no more than **100kb** or **72ppi**, RGB color only
- Link** or **phone number** required when submitting ads
- Aspect ratio is more important than size, image will be formatted to fit accordingly



# Newsletter rates + sizes



**Ads display at different actual sizes across various devices**

**Leaderboard**  
Web & Mobile Size - 550 x 90 px **\$95/week**  
**\$320/month**

**Large Square**  
Web & Mobile Size - 550 x 550 px **\$95/week**  
**\$320/month**

## Details (web/newsletter)

- Web Ads can begin and end on any days chosen by advertiser
- All spots are first come first serve
- 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 \$75. Includes one free revision, possible extra charge for multiple revisions.
- All animated ads must be created by advertiser

# 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

Newsletter ads must be submitted by 12 p.m., Wednesday the week before they are scheduled to run.

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

