

# The Slate

[theslateonline.com](http://theslateonline.com)

The student-run newspaper  
at Shippensburg University

Promote your  
business...

- online
- in print
- at the newsstand

# Advertising Media Kit

2020-21

# The Slate



Through the efforts of our 30-person staff, The Slate was recognized in the 2017 and 2018 Keystone Press Awards for its news coverage. The Slate was also awarded “first place with special merit” by the American Scholastic Press Association for its coverage and layout.

The Slate has served Shippensburg University since 1957, attracting talented and motivated students to publish a high quality newspaper.

In the past 62 years, The Slate has evolved from a small, bi-weekly tabloid to a four-color, weekly broadsheet.

Today The Slate staff works diligently to provide students and the local community with news and entertainment through the newspaper, website and social media.

## Contacts

**Mailing Address:**  
The Slate - CUB Box 106  
Shippensburg University  
1871 Old Main Drive  
Shippensburg, PA 17257

**Campus Office:**  
CUB Room 250  
Media Suite  
(717) 477-1778

**Nathan Farr**  
Business Manager  
slate.adv@gmail.com

**Hannah Pollock**  
Editor-in-Chief  
slate.ship@gmail.com

**Dr. Michael Drager**  
Faculty Adviser  
Shippensburg University

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# Serving Shippensburg

## *Our audience*

The Slate serves the Shippensburg University community, as well as the surrounding region, including:

### **Students**

- 6,000+ undergraduate and graduate students
- 5,000 live off campus
- Most come from Pennsylvania, including Cumberland, Franklin, Dauphin and Adams counties

### **Faculty, staff and administration**

- Hundreds of personnel live in the region
- 300+ full-time faculty from around the world

### **Area Residents**

- 5,500+ borough residents
- 152,000+ Franklin County residents
- 243,000+ Cumberland County residents

## *Our circulation*

The Slate publishes in print and digital formats, on our website and on social media.

### **The Slate**

- Weekly publishing and delivery
- 1,100+ circulation
- 15 premium newsstands
- 20+ delivery locations

### **theslateonline.com**

- Updated 24/7
- Thousands of visits per week
- No subscription needed to view
- Content shared via social media
- PDFs linked to the website

## Why advertise with us?

- For 2020-21, we have more options, premium selections and cost-saving discounts.
- The Slate's award-winning staff brings state and national recognition to our newspaper and website.
- The Slate offers a variety of ad options that will help grow your business in the most economical way.
- Our experienced staff can help choose the best ad for you, and can help you create an appealing ad.
- The Slate's readers include people of all ages, races, religions, genders, sexual orientations and backgrounds.

# Choosing an ad

## 1) Color

Choose between black and white, spot color (one color) or full color.

Each page has the same ad sizes, but different prices depending on the color.

Pages 5, 6 and 7

## 2) Size

Use the chart below to get an idea of how your ad will look in the newspaper.

Pages 5, 6 and 7

## 3) Online and newsstands

Expand your ad's reach by purchasing space on theslateonline.com.

Our newsstands are seen by thousands of people every day.

Pages 8 and 9

## 4) Premium placement and discounts

Choose premium placement to make sure your ad is placed on a high-traffic news page.

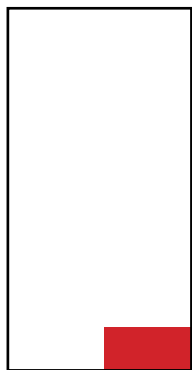
Discounts may apply for a variety of reasons depending on your purchase.

Page 10

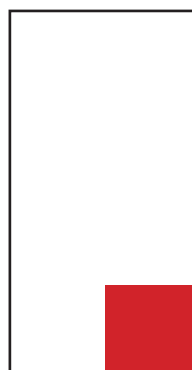
## 5) Making your purchase

Complete and sign the contract and send it us via email or standard mail or in person.

Pages 11 and 12



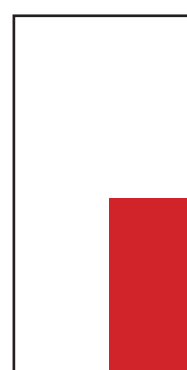
1/16



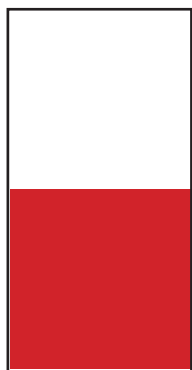
1/8



1/4  
Horizontal



1/4  
Vertical



1/2



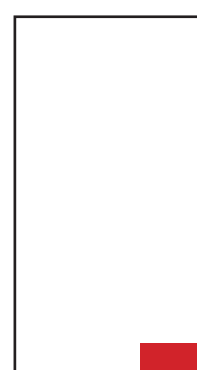
Full



Banner



Column  
Inch



Business  
Card

# Black and White

## Standard Sizes

<b>Size</b>	<b>Dimensions</b> Inches W x H (Picas W x H)	<b>Campus</b>	<b>Regional</b>	<b>National</b>
<b>1/16 Page</b>	5.2 x 2.6 (31.2 x 15.6)	\$25	\$35	\$50
<b>1/8 Page</b>	5.2 x 5.2 (31.2 x 31.2)	\$50	\$75	\$100
<b>1/4 Page Vertical</b>	5.2 x 10.4 (31.2 x 62.4)	\$100	\$150	\$200
<b>1/4 Page Horizontal</b>	10.4 x 5.2 (62.4 x 31.2)	\$100	\$150	\$200
<b>1/2 Page</b>	10.4 x 10.4 (62.4 x 62.4)	\$200	\$300	\$400
<b>Full Page</b>	10.4 x 20.8 (62.4 x 124.8)	\$400	\$600	\$800

## Custom Sizes

<b>Size</b>	<b>Dimensions</b> Inches W x H (Picas W x H)	<b>Campus</b>	<b>Regional</b>	<b>National</b>
<b>Banner</b>	10.4 x 2.6 (62.4 x 15.6)	\$60	\$90	\$120
<b>Column Inch</b>	1.6 x 1.0 (9.6 x 6)	\$5	\$15	\$20
<b>Business Card</b>	3.4 x 2 (20.5 x 12.5)	\$15	\$25	\$30

## Specifications

- All ads must be submitted in PDF format. No exceptions.
- All ads must be in CMYK color scheme.
- Black-and-white ads must be made in 100 percent K. All other process colors must be 0 percent.
- The Slate cannot guarantee the quality of your ad if these specifications are not met.
- Printed ads may be slightly larger or smaller than listed dimensions, but should not exceed a 0.1 inch variance.
- Please contact us if you have any questions.

## Standard Sizes

Size	Dimensions Inches W x H (Picas W x H)	Campus	Regional	National
1/16 Page	5.2 x 2.6 (31.2 x 15.6)	\$30	\$45	\$60
1/8 Page	5.2 x 5.2 (31.2 x 31.2)	\$60	\$90	\$120
1/4 Page Vertical	5.2 x 10.4 (31.2 x 62.4)	\$120	\$180	\$240
1/4 Page Horizontal	10.4 x 5.2 (62.4 x 31.2)	\$120	\$180	\$240
1/2 Page	10.4 x 10.4 (62.4 x 62.4)	\$240	\$360	\$480
Full Page	10.4 x 20.8 (62.4 x 124.8)	\$480	\$820	\$960

## Custom Sizes

Size	Dimensions Inches W X H (Picas w x h)	Campus	Regional	National
Banner	10.4 x 2.6 (62.4 X 15.6)	\$70	\$110	\$145
Column Inch	1.6 x 1.0 (9.6 x 6)	\$10	\$20	\$25
Business Card	3.4 x 2 (20.5 x 12.5)	\$20	\$30	\$35

## Specifications

- All ads must be submitted in PDF format. No exceptions.
- All ads must be in CMYK color scheme.
- Spot color ads must be 100 percent of C, M, Y or K. All other process colors must be 0 percent.
- The Slate cannot guarantee the quality of your ad if these specifications are not met.
- Printed ads may be slightly larger or smaller than listed dimensions, but should not exceed a 0.1 inch variance.
- Please contact us if you have any questions.

## Standard Sizes

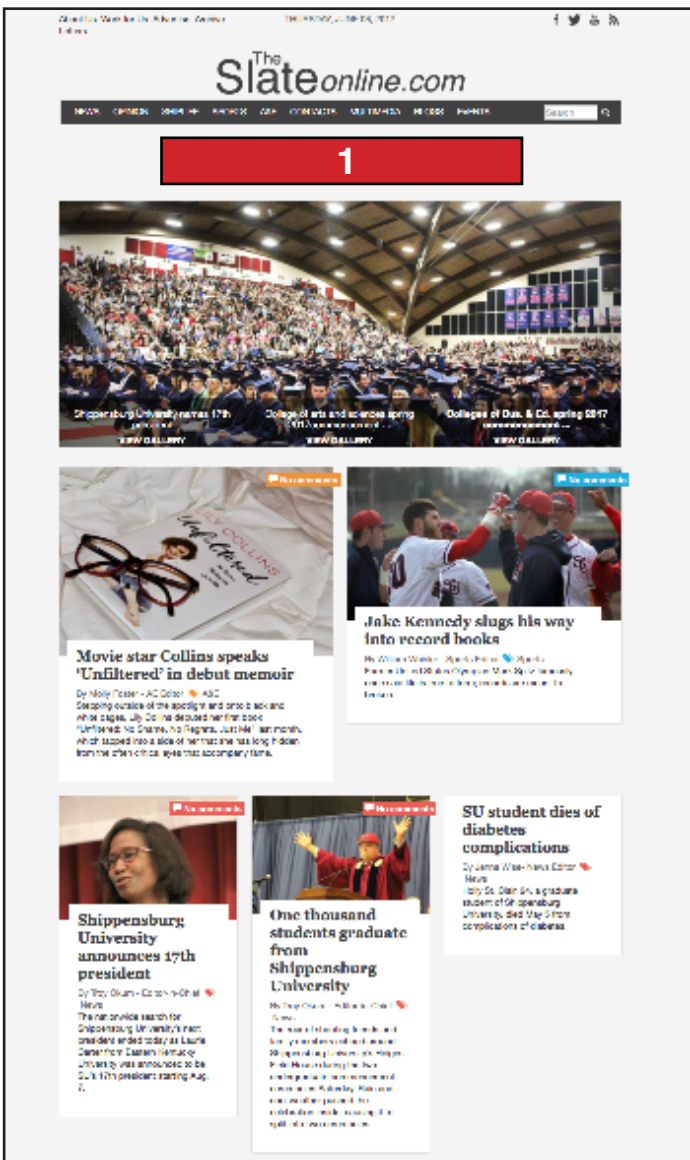
Size	Dimensions Inches W X H (Picas w x h)	Campus	Regional	National
1/16 Page	5.2 x 2.6 (31.2 x 15.6)	\$35	\$55	\$75
1/8 Page	5.2 x 5.2 (31.2 x 31.2)	\$75	\$110	\$150
1/4 Page Vertical	5.2 x 10.4 (31.2 x 62.4)	\$150	\$225	\$300
1/4 Page Horizontal	10.4 x 5.2 (62.4 x 31.2)	\$150	\$225	\$300
1/2 Page	10.4 x 10.4 (62.4 x 62.4)	\$300	\$450	\$600
Full Page	10.4 X 20.8 (62.4 X 124.8)	\$600	\$800	\$1,200

## Custom Sizes

Size	Dimensions Inches W X H (Picas w x h)	Campus	Regional	National
Banner	10.4 x 2.6 (62.4 x 15.6)	\$85	\$130	\$170
Column Inch	1.6 x 1.0 (9.6 x 6)	\$15	\$25	\$30
Business Card	3.4 X 2 (20.5 x 12.5)	\$30	\$40	\$45

## Specifications

- All ads must be submitted in PDF format. No exceptions.
- All ads must be in CMYK color scheme.
- Your ad will not be placed on the front page unless you upgrade it. (See “front page” on page 10.)
- The Slate cannot guarantee the quality of your ad if these specifications are not met.
- Printed ads may be slightly larger or smaller than listed dimensions, but should not exceed a 0.1 inch variance.
- Please contact us if you have any questions.



1

Are you ready to share your ad with the world?



3

2

## About theslateonline.com

- Our high-traffic website, theslateonline.com, regularly attracts students, faculty, alumni, parents of students and residents of the greater Shippensburg area.
- Updated throughout the week, theslateonline.com contains all the articles The Slate publishes, along with exclusive photo galleries, video productions and more.
- Our website also includes the digital edition of The Slate each week. The PDFs are found here, which drives traffic to the bottom of the web page.



# Online ads

#	Size	Dimensions (in pixels W x H)	Campus	Regional	National
1	Top Banner	728 x 90	\$100	\$150	\$200
2	Bottom Banner	728 x 90	\$75	\$110	\$140
3	Side Box	300 x 250	\$40	\$60	\$80
4	Long Side Box*	300 x 600	\$50	\$75	\$100

\*The Long Side Box (4) is not available for the homepage.  
Below is an example of it on an article page.



## Web ad details/specifications

- Your ad may not appear on every page of our website, and it may rotate with other ads at the same location. (The Slate has no control over this system.)
- Ad dimensions are measured in pixels, and your ad must be the exact dimension listed.
- The Slate can run hyperlinks for free from your ad to the website of your choice. Please note the hyperlink within the contract if you want this option.
- Ad rate locations are determined by billing addresses.

# Newsstands

- Each 15 premium newsstands on campus offers a large advertising space.
- Your ad will be exposed to the thousands of students, administrators, faculty, staff and visitors who pass the newsstands and pick up The Slate.

Premium Stands	Per month	Per semester
15	\$100	\$300

**Specifications:** Send your pre-printed ads to our staff one week before you want the ad placed. If you want to switch your ad throughout your contract, speak to us about The Slate's ability to change the ad.

All ads must be 17.875 x 20.875 inches (W x H) or smaller.

# Premiums

## Front page

- Color business card and color banner ads can be placed on the front page for an additional charge.
- The ad must be in color, but you can choose whether to have it placed at the bottom or the top of the page.

Bottom of Page	Top of Page
+ 100%	+ 200%

## Sections

- You can request your ad be placed in a specific section to target readers.
- Only applies to black and white ads.

Section	+ 25%
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- Examples: An arts supplies ad in Ship Life. A music or theater show, or an art exhibit in A&E. Athletic apparel in Sports.

# Discounts

## Consecutive ad runs

- Discounts can be applied to print or online ads that run in consecutive weeks. See the chart for details.
- Receive a 10% discount when consecutively buying ads of \$50 or more.

Number of Weeks	Discount
5 weeks	5%
10 weeks	10%
Academic Year	15%

## Combos

- Purchase a web ad(s) and a print ad(s) together and receive a 5% discount, as well as your next online ad free. Applied when web and print ad run consecutively.
- For every \$1,000 spent on print ads, receive a one-week “side box” web ad for free.

Combined Price	Discount
\$1,000-\$2,499	5%
\$2,500-\$4,999	10%
\$5,000+	15%

**NOTICE:** Premium options may not always be available. Discounts can only apply to a purchase made on a single contract — not a collection of purchases or contracts. Only one discount may be applied per purchase/contract. Discounts are subject to change and additional discounts may be given at The Slate’s discretion.



theslateonline.com

# Advertising Contract 2020-21

Contact Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Alt. Contact Info: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## PRINT AD INFO

The following are dates of publication for the fall 2020 semester. **Due to COVID-19, the spring 2021 semester publishing dates will be released at a later date. Please contact the editor-in-chief with questions.** Please circle the date(s) your ad will run. (Dates are subject to change. Please confirm with a Slate official that we will be publishing on your desired dates.) \*The 10/6 or 10/13 edition will be digital only. Please email slate.ship@gmail.com for confirmation of our printing schedule.

8/18    8/25    9/1    9/8    9/15    9/22    9/29    10/6\*    10/13\*    10/20    11/3    11/10

Ad size: \_\_\_\_\_

Premium? \_\_\_\_\_

Color? \_\_\_\_\_

Discount? \_\_\_\_\_

Cost: \_\_\_\_\_

Notes: \_\_\_\_\_

## NEWSSTANDS

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_ Rate: \_\_\_\_\_

Will ad change through rate: \_\_\_\_\_ Change Date: \_\_\_\_\_

Cost: \_\_\_\_\_ Notes: \_\_\_\_\_

## ONLINE ADS

Ad size: \_\_\_\_\_ Discount? \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_ Rate (# of weeks): \_\_\_\_\_

Will ad change through rate: \_\_\_\_\_ Change Date: \_\_\_\_\_

Cost: \_\_\_\_\_ Notes: \_\_\_\_\_

Print Cost: \_\_\_\_\_

Newsstand Cost: \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

Online Cost: \_\_\_\_\_

## TERMS AND CONDITIONS

*CAREFULLY READ THE FOLLOWING TERMS AND CONDITIONS BEFORE SIGNING THE CONTRACT*

By signing this contract you agree:

- That you understand the terms and conditions and understand the specifications and details of the ad you are purchasing.
- That you will send The Slate a PDF of your print or web ad at least one week before the publication date.
- That your ad will run on the date(s) specified in the contract and the manner in which it is detailed in the contract and sent to us.
- That payment for your purchase is due 30 days from the date on the invoice. If you do not receive an invoice within 15 days of your ad running, please contact the advertising department immediately. Invoices will be mailed within one week from the date that your contract expires.
- That along with your invoice you will receive a tear sheet for newspaper ads and a printed screenshot for online ads. If you would like more than one tear sheet, newspapers or digital scans of an ad or edition you **MUST** provide written notice on the signed contract. Shipping fees may be charged to your invoice when requesting additional tear sheets and newspapers.
- That a 2.5 percent late fee will be charged for every 30 days past the payment due date. Example: A payment that is at least 60 days late will have a 5 percent late fee. A payment that is 120 days late will have a 10 percent late fee.
- That if a client signs a contract and then chooses not to advertise with The Slate, a 10 percent charge (on the purchase specified in the signed contract) will be billed to the client. \*Clients may withdraw from contracts for no charge as long as it is 14 days prior to when the advertisement was intended to run. Written notice of a withdrawal is required regardless, otherwise the full cost of the purchase will be billed to the client.
- That all discounts are not retroactive. If a client did not include a discount and have it authorized by the a Slate official prior to signing the contract, then the discount may not be applied later.
- That advertising rates are determined by billing address (exceptions may apply). SU students, departments, offices and clubs get campus rates. Carlisle, Shippensburg, Chambersburg and related areas get regional rates. All others get national rates.
- That refunds will not be considered for typographical errors, or poor quality as the result of the ad not meeting the specifications determined in this kit. Refunds will be considered on a case-by-case basis and may include partial reimbursement.

\_\_\_\_\_  
*Print Name*

\_\_\_\_\_  
*Sign Name*

\_\_\_\_\_  
*Date*

-----  
For Slate use only

\_\_\_\_\_  
*Advertising Director and Date*

\_\_\_\_\_  
*EIC/ME and Date*