MORE THAN A NEWSPAPER

Michigan State University’s leading Independent student news organization that publishes high-quality, ethical, trusted, local content and offers innovative marketing solutions.

Over 2.5 million people per year consume The State News, in print, online and across mobile devices.

The first issue of The Holcad was published on Feb. 22, 1909. More than 115 years later, it remains a cornerstone of Michigan State University and the East Lansing & Lansing communities.

The State News is an editorially independent, student-run news organization; recognized as among the best college media outlets in the country.

Beyond the print edition of the State News, SNMedia Group has made the necessary steps to grow and adapt with the changing landscape of news. As a pioneer online, StateNews.com has attracted millions of visitors since its debut in 1996.

An expanded digital presence includes an active involvement on social media platforms such as Facebook, Twitter and Instagram.

The State News prides itself on being a vehicle to promote and showcase campus organizations and community businesses.

With continuing evolution in both physical and digital platforms, student media at MSU offers advertisers a diverse array of advertising options and a variety of opportunities to reach clients across different forms of media.

A NOTABLE LEGACY SINCE 1909

TWITTER
@thesnews
@thesnews_sports

FACEBOOK
@thesnews

INSTAGRAM
@statenews

TIKTOK
The State News
@statenews
OUR PROMISE TO MS & U

Through thoughtful investigative journalism, in-depth analysis, unique sports perspectives, and excellent editorial commentary, we deliver the news and information that matters most to keep you informed about the community in which we live, work, and play. In essence, THE STATE NEWS IS YOUR NEWS, YOUR WAY.

WATCHDOG INVESTIGATIONS
Uncovering the real stories that impact our community and neighbors

AWARD-WINNING JOURNALISM
A legacy of Pacemakers adorn the walls of our newsroom

IN-DEPTH ANALYSIS
Exclusive scoops from City Hall, East Lansing, and MSU

UNIQUE SPORTS COVERAGE
Games, Feature, and Profile coverage of our Spartan family

ICONIC FRONT COVER DESIGNS
Creative design and photography to catch your attention

OVER 110 YEARS OF EXPERIENCE & LEGACY
A longstanding commitment to MSU’s most important stories
AUDIENCE SNAPSHOT

We’re one of the last remaining independent college media groups left in the country, serving students, staff, faculty, administrators, alumni, visitors, and the community of Michigan State University in East Lansing, Michigan.

**Michigan State University’s Profile**

50,000+ Total Students and Faculty
- 38.5K Undergraduate
- 11K Graduate & Professional
- 5K Faculty & Academic Staff
- 7K Support Staff Employees

634,000 Living Alumni Worldwide
- All 83 Counties in Michigan
- All 50 States in the US
- And 141 Other Countries

**Local Population Statistics**
- East Lansing: 58.7K
- Lansing: 117K
- Okemos: 24K
- Haslett: 19.5K
- Holt: 26K
- Bath: 2.3K
- DeWitt: 4.7K

**MSU’s Economic Impact**
- 5,300 = Acres Owned by MSU
- $5,859,768,302 = Total Economic Impact
- $655,472,844 = Spending with Local Businesses

9.1% International Students
25.3% Students of Color
65.6% White
48.1% MEN
51.9% WOMEN

**Social Media**
- Twitter: @thesnews
- @thesnews_sports
- Facebook: The State News @thesnews
- Instagram: The State News @thesnews
- TikTok: The State News @thesnews
DESIGN SPECS

PRINT ADVERTISING

SIZING
Measured through column inches (width) and inches (height)
Column Inches: 1.48"

COLOR SPACE: CMYK
Any other color spaces such as RGB or Spot colors will be converted to CMYK.
Do not use Rich Black, Registration, or any 4C black options.
Max Ink Density: 180

RESOLUTION
Images - 200 ppi min
Line Art - 1200 ppi min
*ppi: pixels per inch

TYPE
8 pt. Minimum.
10 pt. Minimum for reverse type
Please avoid fine serif type. Any text a part of the image is subject to graphic reproduction standards.

AD FILES
PDF files are preferred. Do not include any printer’s marks.
Send via email to the account executive you are in contact with or to: advertising@statenews.com
Please include contact information in the text portion of the email.
All ads are subject to print reproduction standards.

WEB ADVERTISING

Sizing
Measured by pixels
Column Inches: 1.48"

Color Space: RGB
Any other color spaces such as CMYK or Spot colors will be converted to RGB

Resolution
Images - 72 ppi
*ppi: pixels per inch

Ad Files
Send files as png, jpeg, or gif
Send via email to the account executive you are in contact with or to: advertising@statenews.com
Please include contact information in the text portion of the email.
All ads are subject to web reproduction standards.
## SOCIAL MEDIA SPECIFICATIONS

### FACEBOOK
1200 x 630 (scales at 1:1)  
Feed max width appearance: 470px  
Page max width appearance: 504px  
  - File type: jpg or png

### TWITTER
Recommended upload size: 1025 x 512  
(max expansion, scales 1:1)  
Minimum expansion appearance: 440 x 220  
In stream collapsed: 506x253 (desktop)  
  - File type: jpg, png, or gif  
  - Max file size:  
    - 5MB for photos  
    - 5MB for animated gifs (mobile)  
    - 15MB for animated gifs (web)

### INSTAGRAM STORY
Recommended upload size: 1080 x 1020  
Maintain an aspect ratio between 9:16  
  - File Type: png or jpg  
  - Max File Size: 4MB

### INSTAGRAM POST
Recommended upload size: 1080 x 1080  
(scales to 612 x 612)  
Feed appearance: 510 x 510  
Optional size: 600 x 400  
Square or rectangle photos: maintain an aspect ratio between 1:91:1 and 4:5  
  - File type: jpg or png  
  - Max file size: 8MB  
  - Carousel ad: 2 card minimum, 10 card maximum
Terms of Payment
SNMedia Group understands that you want your invoice in a timely fashion with accurate billing information. If you have a question or there is a discrepancy with your invoice at any time, please contact our Accounting Department as soon as possible.

All rates are noncommissionable, net rates. Checks, ETF, American Express, Mastercard and Visa are accepted.

Out-of-town and new client advertising accounts must prepay for advertising until credit is established. All political, “closing” and “going out of business” advertising must be prepaid.

Credit may be extended by completing a credit application. Please allow 30 days for approval.

Advertising invoices are mailed every month to accounts with established credit history.

All balances not paid in 30 days are subject to a finance charge of 1.5% per month (annual/percentage rate is 18%).

A charge of $40.00 will be assessed on any returned check.

NOTE: No refunds will be given. In the case of an error by The State News, account credit will be granted. In the case of an error by the customer no credit will be granted.

General Rate Policy
SNMedia Group may make rate changes, provided you are given at least 30 days notice in advance. In such an event, you may cancel the contract agreement without penalty if changes are not satisfactory.

SNMedia Group may offer special promotions not listed in the rate card.

General Advertising Policies
SNMedia Group reserves the right to reject any advertising for any reason.

SNMedia Group makes every effort to produce error free ads; however, if an error should occur, please notify our sales office within three days of the error. Liability for any errors is limited to the cost of the space occupied by the error.

All ad changes and cancellations must be made before the advertising deadline. Ads canceled after the deadline will be charged for the ad’s space.

Advertising having the appearance of news must be labeled as “Paid Advertising.” All political and cause advertisements must carry the information required by law (e.g., Paid by Committee for Jane Doe, John Doe, Treasurer).

By having an advertisement printed in the State News or any SNMedia group publication, the advertiser is purchasing space and circulation only.

The advertiser assigns to SNMedia Group all rights, title and interest to all original art produced by SNMedia Group.

SNMedia Group will not knowingly accept any advertisement that is defamatory, promotes academic dishonesty, violates any federal, state or local laws or encourages discrimination against any individual or group on the basis of race, sex, sexual orientation, color, creed, religion, national origin, ancestry or disability.

The advertising management reserves the right to reject ads considered distasteful or defamatory.

Classifieds of a business nature may not appear in the “Personal” classification.

Proofs requiring changes initiated by the advertiser will be corrected with or without additional charge depending on the extentiveness of the revisions and the amount of typesetting and/or photographic work required.

Rates listed in this rate card are valid for January 1, 2022 - December 31, 2022.

Unless otherwise noted, no position will be sold or guaranteed.

Contracted space is for the sole use of the signing advertiser and may not be used by another advertiser.

The advertiser assumes full liability for advertisements and links (both print and online) and agrees to hold SNMedia Group harmless for any claims that result from the advertiser providing material that could result in illegal use (i.e. providing copyrighted artwork without authorization).

All advertisements shall have a clear statement of a bona fide offer or announcement made in good faith.

Advertisements placed by anonymous advertisers will not be published. Advertisers must provide name, business name, address and phone number to SNMedia Group.

Classified advertisements will not intentionally be misclassified at the request of advertisers.

Advertising copy delivered electronically is not considered camera-ready and is subject to normal copy deadlines.

Copy received after the deadline will not be guaranteed a proof. Late copy will be assessed a $25 fee.

The State News is not responsible for errors on advertisements in which advertising copy is delivered past deadline.

Copy regulations are subject to change without notice.
Advertising has always been the defining landmark of our cultural landscape. Marketing is fuel for your brand. Here’s what we can do for you:

- Advertising and Marketing Services
- Interactive Photo Booth Rental
- Integrated-media campaign development/implementation
- Street Teams
- Social Media Management
- E-Campaign Services
- Graphic Design

- Custom Content Creation
- SEO (Search Engine Optimization)
- Print Publishing, Design and Production
- Market Research and Analysis
- Photography and Video
- Digital advertising (AdWords/Display/ Facebook/Twitter/Instagram)

- Full Service Media Planning & Buying
- Communication Strategy
- Web Development, Hosting & Support
- Podcasting Services
- Event Production
- Brand Management

Contact us today
Advertising, Digital, Marketing Solutions
517-295-1680 | advertising@statenews.com | statenews.com/advertising