



ADVERTISING INFORMATION Spring 2015

The Record is the largest media organization on SUNY Buffalo State's 12,000-student campus.

Throughout the 2014-15 academic year, The Record will publish 24 issues with a weekly print circulation of 1,500 and online circulation of approximately 10,000 to 15,000 monthly. The paper is published weekly on Wednesdays, when school is in session (see print dates below) and is distributed to more than 20 locations across campus and surrounding communities.

CONTACT US

Courtney Justus, Advertising Manager

The Record – SUNY Buffalo State

Primary Phone Number: (716) 909-7496

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Email: bscrecord.ads@gmail.com

Website: <http://buffstaterecord.com/advertise/>

Spring 2015 PRINT DATES

The paper is published weekly on Wednesdays when school is in session.

February 4, 11, 25

March 4, 11, 18

April 1, 8, 15, 22, 29

May 6

**please note these print dates are subject to change*

(The deadline for submitting creative content is the Friday before the publication date, at noon.)

Payment Method

Payments should be made in the form of check or money order ONLY. All accounts must be paid in full within 30 days of the advertisement.

Please mail all payments to:

United Students Government, Inc.

Buffalo State College-CAMB 416

1300 Elmwood Avenue

Buffalo, NY 14222

QUESTIONS?

Feel free to contact our Ad Manager at any time, if you have any questions or concerns.

IMPORTANT NOTES

- ❖ At this time, the only ads that can be printed in color are full paged ads (sorry for any inconvenience).
Ad Deadline:
- ❖ All ads must be received by no later than NOON on the Friday previous to the Wednesday publication date
Creative Specifications:
- ❖ Print ads and graphics must be submitted in grayscale or CMYK format; web ads in RGB. Please note that all submissions are published at the discretion of the ad manager and may be subject to copy/design edit.
- ❖ One printed copy of the issue and an invoice will be mailed to the contact, post publication.

AD SIZES AND RATES

Rates for Single Display Ads

1/8 Page Ad (5.525" x 5.4")	\$80.00
1/4 Page Ad (5.525" x 10.9")	\$125.00
1/2 Page Ad (11.25" x 10.9")	\$250.00
Full Page B&W Ad (11.25" x 22")	\$400.00
Full Page COLOR Ad (11.25" x 22")	\$500.00

Rates for Multiple Display Ads

THREE (3) 1/8 Page Ad (5.525" x 5.4")	\$150.00
THREE (3) 1/4 Page Ad (5.525" x 10.9")	\$275.00
THREE (3) 1/2 Page Ad (11.25" x 10.9")	\$600.00
THREE (3) Full Page B&W Ad (11.25" x 22")	\$900.00
THREE (3) Full Page COLOR Ad (11.25" x 22")	\$1150.00

Classified Ad Rates

\$5.00 for the first 20 words, then \$0.10 for each additional word thereafter.

Inserts:

\$100.00 per inclusion, per issue. But, it is the responsibility of the advertiser to deliver the inserts to NewsPress; our paper printer (NewsPress address and information available at request).

We're online, and we think you should be too!

The Record is now pleased to offer online advertising.

Instantly reach online readers when you advertise on www.buffstaterrecord.com! Web advertising runs on a weekly basis, or purchase monthly and receive our best rate. Web/print packages and discounted rates are also available.

AD SIZES AND RATES

Leaderboard Main- 728x90px

7 Days.....\$60.00
30 Days (BEST VALUE).....\$225.00

Leaderboard Small-205x90px

7 Days.....\$50.00
30 Days (BEST VALUE).....\$180.00

Widget-300x250px

7 Days.....\$45.00
30 Days (BEST VALUE).....\$165.00

WEB/PRINT PACKAGES

Advertise in print and online to receive the best discount.

Single Display ads with online ad

LB Main with print ad: Price of ad+ ~~\$60.00~~ \$54.00 (10% discount)

LB Small with print ad: Price of ad+ ~~\$50.00~~ \$45.00 (10% discount)

Widget with print ad: Price of ad+ ~~\$45.00~~ \$40.50 (10% discount)

Multiple Display ads with online ad

LB Main with print ads (3): Price of ad+ ~~\$60.00~~ \$51.00 (15% discount)

LB Small with print ads (3): Price of ad+ ~~\$50.00~~ \$42.50 (15% discount)

Widget with print ads (3): Price of ad+ ~~\$45.00~~ \$38.25 (15% discount)

*Other discounts available please contact the Ad Manager for more information.



We have an online circulation of 10,000-15,000 monthly and growing. Come be a part of our online presence.

Visit us online at www.buffstaterrecord.com!