



Buffalo State College's student-run newspaper

# THE RECORD

# FALL

## ADVERTISING INFORMATION

# 2013

The Record is published weekly on Wednesdays and circulates to about 1,500 students on the Buffalo State College campus.

### CONTACT US

Rachel Surdi, Advertising Manager  
The Record - SUNY Buffalo State

Primary Phone Number: (716) 903-3681  
Office Phone Number: (716) 878-4531  
E-mail (preferred): [surdi.record@live.com](mailto:surdi.record@live.com)

Any party interested in advertising in The Record should inquire with Rachel via email at [surdi.record@live.com](mailto:surdi.record@live.com).

### IMPORTANT NOTES

#### Creative Specifications:

- Advertisements and graphics must be submitted print-ready in grayscale or CMYK format. All submissions are published at 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 Deadlines:

- The advertising deadline is at noon on all Fridays previous to publication date (Wednesday).

#### Payment Methods:

- 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 date.

Please mail all payments to:  
United Students Government, Inc.  
Buffalo State College - CAMB 416  
1300 Elmwood Avenue  
Buffalo, NY 14222

### 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 ad (11.25" x 22")	\$400.00

#### Rates for Multiple Display Ads:

Three (3) 1/8 Page ads (5.525" x 5.4")	\$150.00
Three (3) 1/4 Page ads (5.525" x 10.9")	\$275.00
Three (3) 1/2 Page ads (11.25" x 10.9")	\$600.00
Three (3) Full Page ads (11.25" x 22")	\$900.00

### FALL 2013 PRINT DATES

The Record is published weekly on Wednesdays. The deadline for advertising is at noon on Friday before each publication date (Wednesday).

Please note that print dates are subject to change.

September: 11, 18, 25

October: 2, 16, 23, 30

November: 13, 20

December: 4

### QUESTIONS?

Please contact our Ad Manager with any questions.

Advertise with The Record today!