



# THE RECORD

SUNY Buffalo State's student-run newspaper since 1913



## ADVERTISING INFORMATION **SPRING** 2014

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

Throughout the 2013-14 academic year, The Record will publish 20 issues with a weekly print circulation of 1,500 and online circulation of approximately 10,000-15,000 monthly. The paper is published Wednesdays when school is in session (see print dates below) and is distributed to more than 20 locations across campus and surrounding communities.

### Print Advertising

#### CONTACT US

Advertising Manager  
The Record - SUNY Buffalo State

Office Phone Number: (716) 878-4531  
E-mail (preferred): [bscrecord.ads@gmail.com](mailto:bscrecord.ads@gmail.com)

Any party interested in advertising in The Record should inquire with the Ad Manager at [bscrecord.ads@gmail.com](mailto:bscrecord.ads@gmail.com).

#### IMPORTANT NOTES

##### Creative Specifications:

- Print advertisements and graphics must be submitted in grayscale or CMYK format; web ads in RGB. Please note that 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 Black and White 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 Black and White 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

##### Rates for Color Display Ads:

Full Page color ad (11.25" x 22")	\$500.00
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*Color is available for full page ads only.*

#### SPRING 2014 PRINT DATES

The Record is printed weekly on Wednesdays while school is in session. Deadline for submitting creative is noon on the Friday before the publication date.

Please note that print dates are subject to change.

February: 12, 19, 26	March: 5, 19
April: 9, 16, 23, 30	May: 7

#### QUESTIONS?

Please contact our Ad Manager with any questions.

**Advertise with The Record today!**

# Web Advertising

**NEW!** The Record is pleased to offer online advertising.

Instantly reach online readers when you advertise on [www.buffstaterrecord.com](http://www.buffstaterrecord.com)! Web advertising runs on a weekly basis, or purchase monthly and receive our best rate. Web/Print packages are also available.



## AD SIZES AND RATES

### Leaderboard Main - 728x90px

1 WEEK..... \$60.00

1 MONTH (BEST VALUE!) ..... \$225.00

### Leaderboard Small - 205x90px

1 WEEK.....\$50.00

1 MONTH (BEST VALUE!) ....\$180.00

### Widget - 300x250px

1 WEEK.....\$45.00

1 MONTH (BEST VALUE!) ....\$165.00

## WEB AD SPECIFICATIONS

Ads are published to [buffstaterrecord.com](http://buffstaterrecord.com) weekly on Wednesdays. Creative must be readily submitted in the size noted above and in RGB format via email to Ad Manager at [bscrecord.ads@gmail.com](mailto:bscrecord.ads@gmail.com). Deadline for submitting creative is noon on the Friday before the ad is scheduled to run. If desired, please specify URL ad should link to.

## Web/Print Package

Receive 10% off any size weekly web ad with your purchase of any size print ad! (Both ads must run during the same week.) The Record publishes 10 print issues per semester and consistently posts articles on [www.buffstaterrecord.com](http://www.buffstaterrecord.com).

**YOUR  
ad  
HERE!**

Send visitors to the URL of your choice. Please let us know the URL that you would like your ad to link to when you inquire.

### WEB AD + DISCOUNT RATES (see sizes above)

Leaderboard main with purchase of print ad.....\$54.00

Leaderboard small with purchase of print ad.....\$45.00

Widget ad with purchase of print ad.....\$40.00

## SPRING 2014 ONLINE DATES

Please note that online dates are subject to change.

March 12

March 26

April 2

## QUESTIONS?

Please contact our Ad Manager with any questions.

Advertise with The Record today!