



## ABOUT US

The Colgate Maroon-News is a weekly student newspaper covering campus, local, and national events. The paper is entirely student-run and publishes 27 issues a year, including an orientation edition in late August.

Advertising opportunities for the 2014-2015 school year include the Freshman Orientation Issue, inserts, color, print, and online.

## SCHOOL INFORMATION

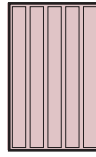
|                      |                        |
|----------------------|------------------------|
| Circulation          | 2,250                  |
| Frequency            | Weekly                 |
| Day(s) Published     | Thursday               |
| Enrollment           | 2,886                  |
| Location             | Hamilton, NY           |
| Metro Area           | Rochester/Syracuse, NY |
| Format               | 5 Column Tabloid       |
| Most Popular Degrees | Social Sciences        |

|               |           |
|---------------|-----------|
| Column Widths | 1) 1.88"  |
|               | 2) 3.94"  |
|               | 3) 6.00"  |
|               | 4) 8.06"  |
|               | 5) 10.13" |

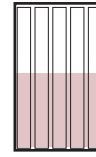


## DISPLAY ADVERTISING

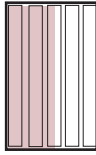
### Sizes



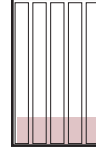
Full Page  
5 col (10.13") W x 15.25" H



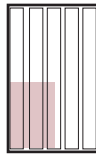
Half Page Horizontal  
5 col (10.13") W x 7.63" H



Half Page Vertical  
2.5 col (4.90") W x 15.25" H



Quarter Page Horizontal  
5 col (10.13") W x 3.82" H



Quarter Page Vertical  
2.5 col (4.90") W x 7.63" H

### Packages

| Ad Size        | 3X         | 7X         | 10X        |
|----------------|------------|------------|------------|
| Full Page      | \$2,017.50 | \$4,707.50 | \$6,725.00 |
| Half Page H    | \$1,008.75 | \$2,353.75 | \$3,362.50 |
| Half Page V    | \$1,008.75 | \$2,353.75 | \$3,362.50 |
| Quarter Page H | \$510.00   | \$1,190.00 | \$1,700.00 |
| Quarter Page V | \$510.00   | \$1,190.00 | \$1,700.00 |

Please contact MediaMate for custom ad sizes, specialty sizes, and premium placement.

**PCI Rate - \$8.95**

**Color Rate (CMYK) - \$375.00**  
(Additional cost per ad)

## ONLINE ADVERTISING

| Size (in pixels)                | Rate (per month) |
|---------------------------------|------------------|
| Rectangle, 300 x 250            | \$650.00         |
| Sm. Horizontal Banner, 468 x 60 | \$430.00         |

<http://www.thecolgamaroonnews.com/>

## INSERTS

|                |              |
|----------------|--------------|
| Min Size:      | 4.0" x 6.0"  |
| Max Size:      | 8.5" x 11.0" |
| Min/Max Pages: | 1-24         |
| Rate:          | \$485.00     |

Please send a PDF of the insert to [orders@mymediamate.com](mailto:orders@mymediamate.com) for content approval prior to shipping. Inserts must arrive 10 days prior to run date.

Scotsman Publishing  
Attn: Colgate Maroon-News Inserts  
750 W. Genesee St.  
Syracuse, NY 13204

## PUBLICATION DATES

### Fall 2014

August: 25, 28  
September: 4, 11, 18, 25  
October: 2, 9, 16, 23, 30  
November: 6, 13, 20

### Spring 2015

January: 22, 29  
February: 5, 12, 19, 26  
March: 5, 12, SPRING BREAK, 26  
April: 2, 9, 16, 23

## Special Issues

August 25 - Pre-Orientation Issue  
August 28 - Back-to-School  
April 23 - State of the Gate

Academic calendar:

<http://www.colgate.edu/academics/academic-calendar>



## DEADLINE AND PLACEMENT INFORMATION:

Space and material deadline is 10 days prior to run date. *Minimum size and order restrictions do apply.* Please contact MediaMate for more information.

## CREATIVE REQUIREMENTS:

- Print ready PDF with all fonts embedded
- Color images must be in CMYK format
- Black and white images must be in greyscale
- Online ads should be JPG or GIF files

## CONTACT INFORMATION:

The Colgate Maroon-News has hired MediaMate to be its exclusive ad manager. *MediaMate is not an agency.* MediaMate is the direct ad manager on staff, and all rates published on this media kit are direct rates. Please be sure to update our contact information for The Colgate Maroon-News to the below address to ensure all correspondence and ad materials are received.

Payments should be made out to MediaMate and mailed to: MediaMate, LLC, 200 Brickstone Square, Suite 505, Andover, MA 01810 or pay by credit card by calling MediaMate at 888.897.7711. Accepted card types are Visa, Mastercard, Discover, and Amex.

All information is subject to change at anytime.



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