

# ADVERTISING RATES 2023/24



THE ITHACAN

## What We Do

*The Ithacan* strives to inform and educate its readers by bringing insightful and purposeful community journalism to the students of Ithaca College, the surrounding area and a broader online audience. *The Ithacan* has many content sections including News, Life and Culture, Opinion and Sports, which cover campus life, community events, athletics and more. Additionally, *The Ithacan* is composed of a number of other sections that are crucial components of our paper, including Photography, Multimedia, Copy-Proof, Design, Podcast and Advertising.

## Who We Are

*The Ithacan* is consistently ranked among the best college newspapers in the country. Awards include top honors from the most prestigious collegiate and professional organizations in the nation, such as the Associated Collegiate Press Pacemaker and Online Pacemaker Awards, Columbia Scholastic Press Association Gold Crowns and being named the Best College Newspaper in New York State from the New York Press Association and Best All-Around Student Newspaper by the Society of Professional Journalists.

*The Ithacan* is the student newspaper serving the Ithaca College community. We publish 1,500 copies roughly every other week, reaching students, faculty, staff, parents and members of the Ithaca community.

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THE ITHACAN

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220 ROY H. PARK HALL  
ITHACA COLLEGE  
ITHACA, N.Y. 14850-7002

PHONE (607) 274-1618  
ITHACANADS@ITHACA.EDU  
WWW.THEITHACAN.ORG

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# Our Advertising Grid System

*The Ithacan* is a tabloid-sized newspaper set on a 5-column grid. A single column is 1.9 inches wide. Our grid provides three different heights full (15.4"), half (7.6") and quarter (7.6"). See the diagrams on the right for examples of each size.

## Print Advertising

The cost of an advertisement is \$7.50 per column inch. The total cost of an advertisement is determined by multiplying the height of the ad by the number of columns wide.

<b>PRINT PICKS</b>	Full Page (10" wide)	<b>\$400</b>
	1/2 Page (10" wide)	<b>\$200</b>
	1/4 Page (4.85" wide)	<b>\$100</b>

## Online Advertising

### LEADERBOARD

Location: Top of every page  
Size: 1140 x 120 px (full width) or 728 x 90 px (centered)  
Price: \$20/day; \$125/week

### STORY PAGE SIDEBAR

Location: Right-hand column of every individual story page  
Size: 300 x 200 px  
Price: \$18/day; \$100/week

### HOME PAGE DIVIDER

Location: Between horizontal section rows on home page  
Size: 1140 x 120 px (full width) or 728 x 90 px (centered)  
Price: \$15/day; \$75/week

### BOMBER BORDER

Location: Bottom of every individual story page  
Size: 1140 x 120 px (full width) or 728 x 90 px (centered)  
Price: \$10/day; \$50/week

## Newsletter Advertising

*The Ithacan* offers three weekly newsletters: the flagship Ithacan Newsletter and two specialty newsletters. Bombers Roundup is a weekly sports recap of Ithaca College's varsity sports teams and The Ithacan Queue features movie and music reviews. The Ithacan Newsletter runs on Thursdays, The Ithacan Queue runs on Fridays and Bombers Roundup runs on Mondays.

### ITHACAN NEWSLETTER

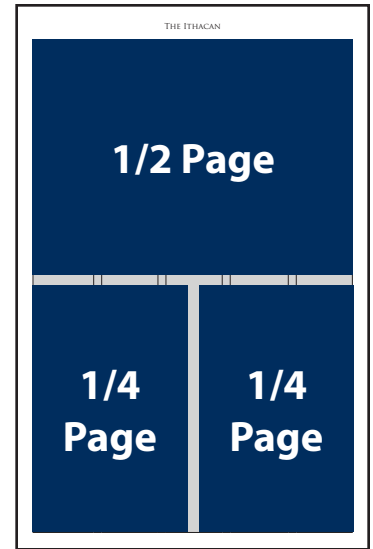
Leaderboard (728 x 90 px) price: \$125/day  
Sidebar box: (300 x 200 px) price: \$75/day  
Footer banner (728 x 90 px) price: \$50/day

### SPECIALTY NEWSLETTERS

Leaderboard (728 x 90 px) price: \$75/day  
Sidebar box: (300 x 200 px) price: \$50/day  
Footer banner (728 x 90 px) price: \$25/day

## Publisher's Clause

By issuance of this rate card, the publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in *The Ithacan*, and by their tendering such insertion order the advertiser or agency shall indemnify and hold the publisher, its employees, agents and subcontractors free and harmless from any expenses, damages and costs resulting in any way from the publisher's compliance with the insertion order (including, but not by way of limitation, from claims or libel, invasion of privacy, copyright infringement or otherwise). The publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice or to defer or cancel the printing, publication or circulation of any issue for any reason. The publisher's sole obligation, as to any failure or default on its part, shall be limited to a refund of its charges which may have been paid to it or, as its option, to publish the tendered advertising in the next available issue.



## DIGITAL ANALYTICS

- **45,000** unique visitors/month
- **78,000** page views/month
- **6,800** newsletter subscribers
- **OVER 50%** newsletter open rate
- **OVER 25%** newsletter click-through rate

## ADVERTISING PACKAGES

Receive 10% off each ad when you buy two of the following: print, online or newsletter.

Receive 20% off each ad when you buy all three ad types: print, online and newsletter.

See following page for additional advertising discounts.

# Special Discounts

Substantial discounts are available to advertising clients looking to advertise in multiple issues of *The Ithacan*. See below for our discounts offered to on-campus clients, off-campus clients and national advertisers for both online and display advertising.

5–9 ADS	15% OFF PRICE OF ADS
10–14 ADS	20% OFF PRICE OF ADS
15+ ADS	25% OFF PRICE OF ADS
28+ ADS	30% OFF PRICE OF ADS

**RECOGNIZED ITHACA COLLEGE DEPARTMENTS AND ORGANIZATIONS** receive a 25% discount on all ads.

**SPECIAL PLACEMENT** on the page of the advertiser's choice may be purchased for an additional 20% of the cost of the ad.

Contract advertising accounts will be reviewed at the end of the academic year, and advertisers who failed to run ads in the contracted number of issues will be billed the difference between the full and discounted price of the ads retroactively.

# Complimentary Services

All advertising clients have the opportunity to work with our skilled design team to make the perfect advertisement, either print or online. The design team is also available for advertisement design and consultation. All advertisements also come with free color services.

Deadline Schedule	
SUN	
MON	Advertiser reviews finished version
TUE	
WED	
THU	Display ad must be reserved by 5 p.m. for following week
FRI	All artwork and copy due by 5 p.m.
SAT	Your ad published in <i>The Ithacan</i>

# Inserts

\$150 per 500, with a minimum insertion of 1,500 for items of four pages or fewer.

For multiple-page insert rates, contact Managing Editor Malik Clement at [me@theithacan.org](mailto:me@theithacan.org).

*The Ithacan* reserves the right to refuse inserts that are not on recyclable material.

Inserts must be received by the newspaper's printing agent **AT LEAST** one week prior to publication.

Inserts must be shipped to:

**TOWANDA PRINTING COMPANY**  
 116 Main Street  
 Towanda, PA 18848  
 570-265-2151

# Billing

Advertising clients will be mailed a copy of the Insertion Order for their advertisement, along with a copy of the newspaper in which their ad appeared. The Insertion Order is a confirmation that the advertisement appeared, not a bill. Advertisements are billed monthly during the first week of the month following insertion. Upon receipt of this bill, payment should be made by check (credit card payments are not accepted) to:

**ITHACA COLLEGE CASHIER SERVICES**  
 953 DANBY ROAD  
 ITHACA, NY 14850-7002

Payment terms are net 30 days from date of invoice. Ithaca College reserves the right to require alternative payment terms including, without limitation, payment in advance. If payment is not received by the due date, a late charge will be added at the rate of 1.5% per month, 18% per year, to unpaid invoices from the due date thereof. If you are delinquent in paying any amount owed to Ithaca College by more than 10 days, Ithaca College may suspend advertising. If Ithaca College retains a collection agency and/or attorney to collect overdue amounts, all collection costs, including attorney's fees, shall be payable by your organization. An advertiser must represent to Ithaca College that the advertiser is solvent and must agree that each acceptance of ad sold hereunder shall constitute reaffirmation of this representation at such time.

# Advertising Policies

*The Ithacan* is committed in all its pages to maximizing the free exchange of information and ideas. There are, however, two types of advertisement that will be automatically refused:

- Advertising that promotes the excessive and/or irresponsible consumption of alcohol, including, but not limited to, "all you can drink" specials and special drink prices, in compliance with the Ithaca College Solicitation and Advertising Policy.
- Advertising promoting the writing of, or sale of pre-written term papers, as the sale of such items is in direct conflict with the academic mission of the institution.

The paper reserves the right to refuse or limit any and all advertising for any issue that does not align with the standards of *The Ithacan* and Ithaca College as a whole. No advertising copy will be accepted by telephone.

*The Ithacan* assumes no financial responsibility for typographical or printing errors, or for omission of any copy on advertisements. "Make Goods" will run, when appropriate, before billing adjustments are made. Billing adjustments will be based on what percentage the error detracts from the effectiveness of the total advertising message, as determined by *The Ithacan* Sales Manager and the Student Media Adviser. Such adjustments will not be considered if the Ithacan Sales Manager is not notified within 15 days.

Rates are subject to change without notice. *The Ithacan* reserves the right to identify copy with the word "Advertisement." Only the publication of an advertisement constitutes acceptance of the advertisement.

*The Ithacan* reserves the right to identify copy with the word "Advertisement" as needed.

# ITHACAN PUBLICATION SCHEDULE 2023/24

## august

s	m	t	w	t	f	s
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**Aug. 23:** First day of Fall classes

**Aug. 24:** First Fall Ithacan

**Aug. 31:** Fall Sports Preview

## september

s	m	t	w	t	f	s
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## october

s	m	t	w	t	f	s
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**Oct. 12-13:** Fall Break

## november

s	m	t	w	t	f	s
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**Nov. 9:** Winter Sports Preview

**Nov. 18-26:** Thanksgiving Break

## december

s	m	t	w	t	f	s
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**Dec. 8:** Last day of Fall classes

**Dec. 16-Jan. 21:** Winter Break

## january

s	m	t	w	t	f	s
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**Jan. 22:** First day of Spring classes

**Jan. 25:** First Spring Ithacan

## february

s	m	t	w	t	f	s
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

**Feb. 29:** Spring Sports Preview

## march

s	m	t	w	t	f	s
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**March 9-17:** Spring Break

## april

s	m	t	w	t	f	s
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

**April 4:** Special Art Edition

**April 8-9:** April Break

## may

s	m	t	w	t	f	s
			1	2	3	4
5	6	7	8	9	10	11

**May 2:** Last Spring Ithacan

**May 7:** Last day of Spring classes

### Directions to *The Ithacan*

Enter Ithaca College from the main entrance. Turn left at the rotary, then right toward the Roy H. Park School of Communications. *The Ithacan* is located in 220 Park Hall.