



THE ITHACAN

Advertising Guide 2024–25

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. *The Ithacan* has also been named the Best College Newspaper in New York State from the New York Press Association and Best All-Around Student Newspaper in Region 1 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, alumni and members of the broader Ithaca community.

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 publication, including Photography, Video, Copy-Proof, Design, Podcast, Social Media, Community Outreach and Advertising.

Analytics



www.theithacan.org

45,000 unique visitors/month

78,000 page views/month



Weekly Email Newsletters

OVER 7,000 total subscribers

OVER 50% open rate

The Ithacan Newsletter	Our flagship Thursday newsletter
Sunday on South Hill	Weekend and end-of-week news
Bombers Roundup	Monday recap of Ithaca College's varsity sports
The Ithacan Queue	Friday guide to movie and music releases

THE ITHACAN

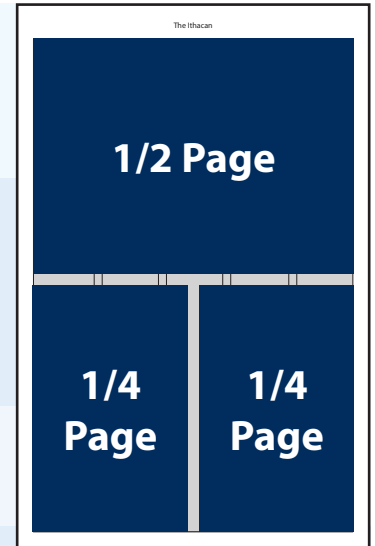
220 ROY H. PARK HALL
ITHACA COLLEGE
ITHACA, N.Y. 14850-7002

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

ADVERTISING OPTIONS & RATES

Print Advertising

PRINT PICKS	Full Page (702 x 1152 px digital files)	\$400
	1/2 Page (702 x 570 px digital files)	\$200
	1/4 Page (345 x 570 px digital files)	\$100
CLASSIFIEDS	Minimum of 4 lines. Add \$1 per line for any bold or all-capital words within the line. Please see Classified Ad Form for more information.	\$1 per line
INSERTS	Minimum insertion of 1,500 for items of four pages or fewer.	\$150 per 500
YEAR IN REVIEW	Full Page Recap of the year's top stories, published in May	\$200



Online Advertising

LEADERBOARD	Top of every page 1140 x 120 px (full width) or 728 x 90 px (centered)	\$20/day \$125/week
STORY PAGE SIDEBAR	Right-hand column of every individual story page 300 x 200 px	\$18/day \$100/week
HOME PAGE DIVIDER	Between horizontal section rows on home page 1140 x 120 px (full width) or 728 x 90 px (centered)	\$15/day \$75/week
BOMBER BORDER	Bottom of every page 1140 x 120 px (full width) or 728 x 90 px (centered)	\$10/day \$50/week

Newsletter Advertising

THE ITHACAN NEWSLETTER, SUNDAY ON SOUTH HILL	Leaderboard (728 x 90 px)	\$125/day
	Sidebar box (300 x 200 px)	\$75/day
	Footer banner (728 x 90 px)	\$50/day
BOMBERS ROUNDUP, THE ITHACAN QUEUE	Leaderboard (728 x 90 px)	\$75/day
	Sidebar box (300 x 200 px)	\$50/day
	Footer banner (728 x 90 px)	\$25/day

DISCOUNTS, SERVICES & DEADLINES

Special Discounts

MULTIPLE ADS

Available to clients looking to run 5 or more advertisements. These discounts are offered for both online and display advertising.

5–9 ads	15% off
10–14 ads	20% off
15+ ads	25% off

ADVERTISING PACKAGES

Buy two of the following types of ads: print, online or newsletter

10% off each ad

Buy all three types of ad: print, online and newsletter

20% off each ad

ITHACA COLLEGE DISCOUNT

Available to recognized Ithaca College departments and organizations, including student organizations.

25% off all ads

Please note that multiple discounts may only be combined for up to a total of 50% off of an advertisement purchase.

Additional Services

SPECIAL PLACEMENT

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

DESIGN 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 come with free color services.

Deadline Schedule

SUN	MON	TUE	WED	THU	FRI	SAT
				Display ad must be reserved by 5 p.m. for following week Inserts must be received by printing agent	All artwork and copy due by 5 p.m.	
	Advertiser reviews finished version Classifieds due by 5 p.m.			Your ad published in The Ithacan		

BILLING & POLICIES

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.

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.

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.

For multiple-page insert rates, contact Managing Editor Noa Ran-Ressler at nranressler@ithaca.edu.

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

Inserts must be shipped to:

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

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:

1. 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.
2. 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.

PUBLICATION SCHEDULE

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

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		

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

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				

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	

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	

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					

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			

may

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

Denotes school breaks. Limited content published online

Regular Print Issues

Fall 2024

August 29
September 12
September 26
October 10
October 31
November 14
December 5

Spring 2025

January 23
February 6
February 20
March 6
March 27
April 17
May 1

Special Editions

September 5: Fall Sports Preview
October 3: Voters Guide
November 7: Winter Sports Preview

February 27: Spring Sports Preview
April 3: Arts Edition