



THE ITHACAN

# Advertising Guide 2024–25

## Who We Are

*The Ithacan* is Ithaca College's award-winning student-run news organization. Our team is comprised of more than 100 editors and staff members from many disciplines, both in and out of the Roy H. Park School of Communications.

In addition to a 1,500 newspaper circulation, *The Ithacan* has a broad reach on the web.

*The Ithacan* has received top honors from the most prestigious collegiate and professional organizations in the nation, such as the Associated Collegiate Press Pacemaker Awards and Columbia Scholastic Press Association Crown Awards. *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.

## 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* functions as an outlet for student journalists to learn the craft of reporting and storytelling across multiple platforms, including our biweekly print newspaper, website, newsletters and social media channels.

## Analytics

---



[www.theithacan.org](http://www.theithacan.org)

**45,000** unique visitors/month

**78,000** page views/month



## Weekly Email Newsletters

**OVER 8,000** total subscribers

**OVER 50%** open rate

**The Ithacan Newsletter** Our flagship Sunday newsletter

**The Ithacan Queue** Friday guide to movie and music releases

---

THE ITHACAN

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

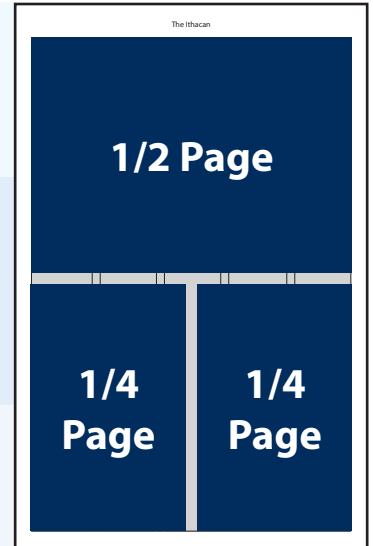
PHONE (607) 274-1618  
ITHACANADS@ITHACA.EDU  
WWW.THEITHACAN.ORG

# ADVERTISING OPTIONS & RATES

## Print Advertising

Print editions published bi-weekly. See the Print Publication Schedule on page 6 for more information.

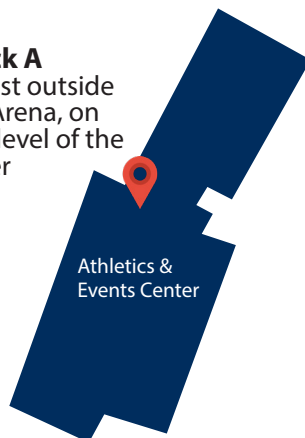
|                    |   |                      |
|--------------------|---|----------------------|
| <b>PRINT PICKS</b> | Full Page (1739 × 2854 px digital files)  | <b>\$400</b>         |
|                    | 1/2 Page (1739 × 1396 px digital files)   | <b>\$200</b>         |
|                    | 1/4 Page (855 × 1396 px digital files)  | <b>\$100</b>         |
| <b>CLASSIFIEDS</b> | Minimum of 4 lines.<br>Add \$1 per line for any bold or all-capital words within the line.<br>Please see Classified Ad Form for more information. | <b>\$1 per line</b>  |
| <b>INSERTS</b>     | Minimum insertion of 1,500 for items of four pages or fewer.  | <b>\$150 per 500</b> |



## Out of Home Advertising

|                   |  |                                     |
|-------------------|--|-------------------------------------|
| <b>NEWS RACKS</b> | 5 news racks available across campus<br>22 × 48 in. ad space | <b>\$100 per newsrack per month</b> |
|-------------------|--|-------------------------------------|

**News Rack A**  
Located just outside of Glazer Arena, on the lower level of the A&E Center



**News Rack B**  
Located in the main entrance to the Ithaca College Library



**News Rack C**  
Located in the hallway between IC Square and the main entrance to Phillips Hall



**News Rack D**  
Located right outside of the Campus Store

**News Rack E**  
Located in the main lobby of Park Hall next to the main staircase



# ADVERTISING OPTIONS & RATES

## Online Advertising

The *Ithacan's* website is updated daily, with the exception of school breaks, when limited content is published. Please note that online advertising spots are reserved on a first-come, first-served basis and may not be able to display more than one ad at once.

Online ads can be linked to a website or remain unlinked. If linked, *The Ithacan* will provide analytics for clicks and click-through rate after the conclusion of the ad's run.

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

## Newsletter Advertising

Newsletters are delivered weekly via email, except during school breaks. Please note that newsletter advertising spots are reserved on a first-come, first-served basis and may not be able to display more than one ad at once.

Newsletter ads can be linked to a website or remain unlinked. If linked, *The Ithacan* will provide analytics for clicks and click-through rate after the conclusion of the ad's run.

|   |                             |              |
|---|-----------------------------|--------------|
| <b>THE ITHACAN NEWSLETTER</b><br>Delivered on Sundays | Leaderboard (728 × 90 px)   | <b>\$125</b> |
|   | Sidebar box (300 × 200 px)  | <b>\$75</b>  |
|   | Footer banner (728 × 90 px) | <b>\$50</b>  |
| <b>THE ITHACAN QUEUE</b><br>Delivered on Fridays      | Leaderboard (728 × 90 px)   | <b>\$75</b>  |
|   | Sidebar box (300 × 200 px)  | <b>\$50</b>  |
|   | Footer banner (728 × 90 px) | <b>\$25</b>  |

# DISCOUNTS, SERVICES & DEADLINES

## Special Discounts

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

|   |  |                        |
|---|--|------------------------|
| <b>MULTIPLE ADS</b><br>Available to clients looking to run 5 or more advertisements. These discounts are offered for both online and display advertising. | 5–9 ads  | <b>15% off</b>         |
|   | 10–14 ads  | <b>20% off</b>         |
|   | 15+ ads  | <b>25% off</b>         |
| <b>ADVERTISING PACKAGES</b>   | Buy two of the following types of ads: print, online or newsletter | <b>10% off each ad</b> |
|   | Buy all three types of ad: print, online and newsletter            | <b>20% off each ad</b> |
| <b>ITHACA COLLEGE DISCOUNT</b><br>Available to recognized Ithaca College departments and organizations, including student organizations.                  |  | <b>25% off all ads</b> |

## Additional Services

### SPECIAL PLACEMENT

Print ads may be published in black and white or in color at *The Ithacan's* discretion, using color when possible. Special placement on the page of the advertiser's choice to ensure color printing 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<br>Inserts must be received by printing agent | All artwork and copy due by 5 p.m. |     |
|     | Advertiser reviews finished version<br>Classifieds due by 5 p.m. |     |     | Your ad published in <i>The Ithacan</i>  |                                    |     |

# 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](mailto: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" as needed. Only the publication of an advertisement constitutes acceptance of the advertisement.

# PRINT 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

\*Special Editions of *The Ithacan* offer advertising spots at the same prices as our regular print issues.

### 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