THE ITHACAN

Advertising Guide 2026–27

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 online.

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

80,000 unique visitors/month

98,000 page views/month

Weekly Email Newsletters

The Ithacan Newsletter	Our flagship Sunday newsletter
The Ithacan Queue	Friday guide to movie and music releases
Bombers Roundup	Monday recap of Ithaca College's varsity sports

OVER 10,000 total subscribers

ABOUT 20% open rate

THE ITHACAN

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

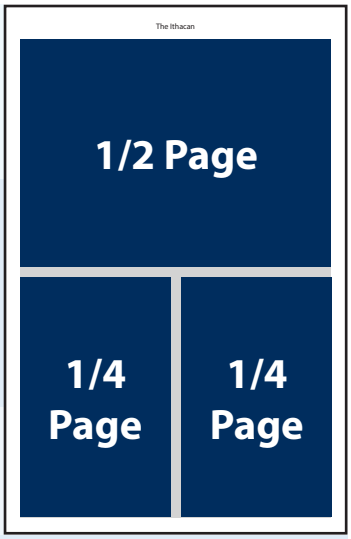
PHONE (607) 274-1618
ITHACANADS@ITHACA.EDU
WWW.THEITHACAN.ORG

ADVERTISING OPTIONS & RATES

Print Advertising

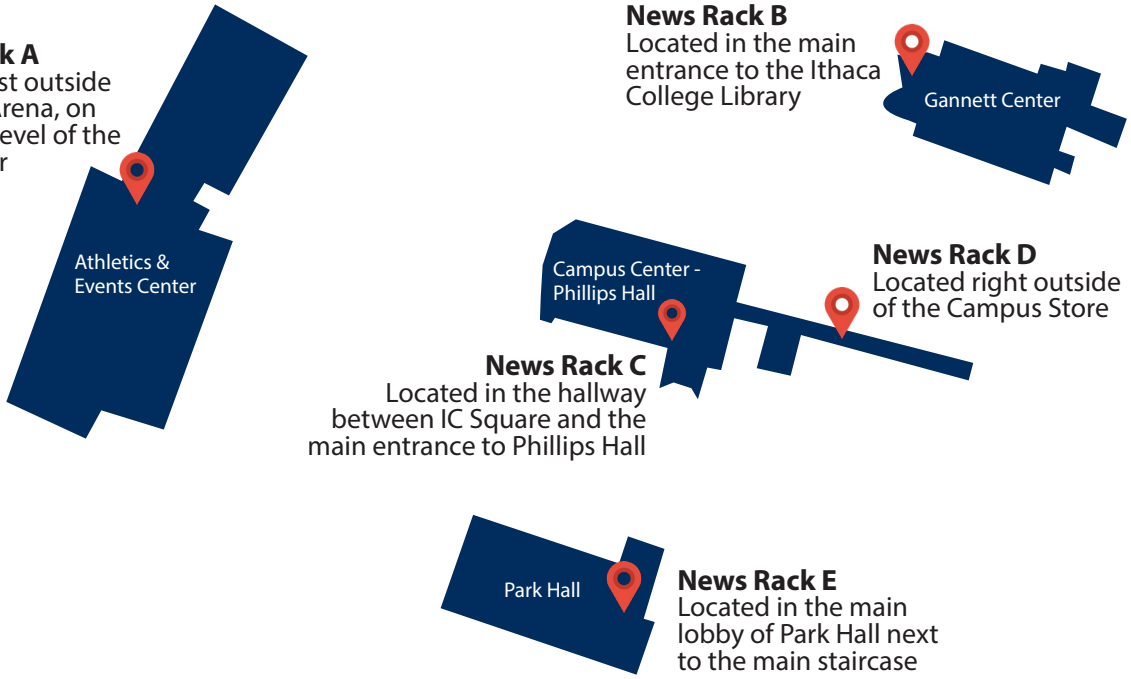
Print editions published bi-weekly. See the Print Publication Schedule on page 6 for more information.

PRINT PICKS	Full Page (1920 × 2944 px digital files)	**$400**
	1/2 Page (1920 × 1440 px digital files)	**$200**
	1/4 Page (928 × 1440 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 April *November 20 submission deadline	**$200**



Out of Home Advertising

NEWS RACKS	5 news racks available across campus 22 × 48 in. ad space	**$125 per newsrack per month**



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.

LEADERBOARD	Top of every page 1140 × 120 px (full width) or 728 × 90 px (centered)	**$20/day** **$125/week**
STORY PAGE SIDEBAR	Right-hand column of every individual story page 300 × 200 px	**$18/day** **$100/week**
BOMBER BORDER	Bottom of every page 1140 × 120 px (full width) or 728 × 90 px (centered)	**$10/day** **$50/week**

BREAK RATES

Offered when classes are not in session for four or more consecutive days. Limited content will be published online during breaks, resulting in reduced web traffic.
*See page 6 for dates.

Leaderboard	**$10/day** **$62.50/week**
Story Page Sidebar	**$9/day** **$50/week**
Bomber Border	**$5/day** **$25/week**

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.

THE ITHACAN NEWSLETTER	Delivered on Sundays	Leaderboard (728 × 90 px)	**$125**
		Sidebar box (300 × 200 px)	**$75**
		Footer banner (728 × 90 px)	**$50**
THE ITHACAN QUEUE OR BOMBERS ROUNDUP	Delivered on Fridays Delivered on Mondays	Leaderboard (728 × 90 px)	**$75**
		Sidebar box (300 × 200 px)	**$50**
		Footer banner (728 × 90 px)	**$25**

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.

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

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 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 Sheelagh Doe at sdoe@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.

2026–27 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

Regular Print Issues

Fall 2026

August 27
September 10
September 24
October 8
November 5
November 19
December 3

Spring 2027

January 21
February 4
February 18
March 4
March 25
April 15
April 29

Special Editions*

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

October 15: Election Edition
April 1: Arts Edition