

The State University of New York at Fredonia

THE LEADER

MEDIA KIT 2017

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ABOUT US

FOUNDED IN
1892

The Leader is one of the oldest student groups on SUNY Fredonia's campus, currently publishing an issue weekly on Wednesdays during the semester.

AS OF FALL 2015

4,587

UNDERGRADUATE
STUDENTS

258

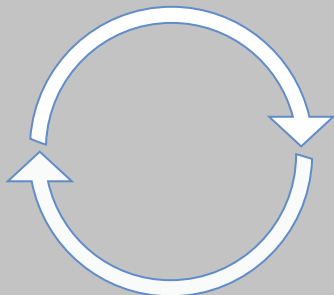
GRADUATE
STUDENTS

462

FACULTY

1,000

TOTAL STAFF



2,500

PRINT
CIRCULATION



3,156

AVERAGE
ONLINE PAGE
VIEWS MONTHLY



Proud member of the Associated Collegiate Press

HOW DOES ADVERTISING WORK?



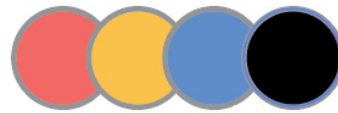
First:
Speak with a sales rep by contacting our business department.



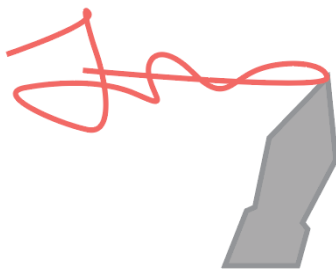
Second:
Decide which type of ad you would like.



Then:
Decide if you would like to supply the ad or have our Graphics Editor create one.



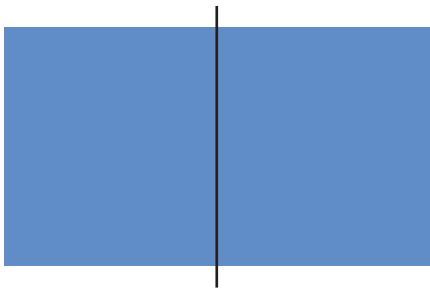
Afterwards:
Choose between full color or black-and-white.



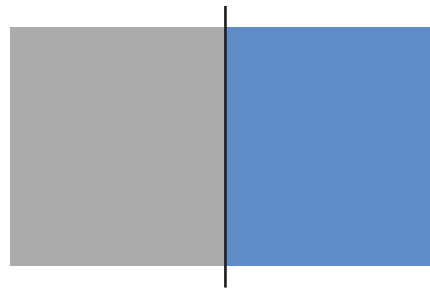
Print the contract:
Fill out, and sign the contract appropriately.



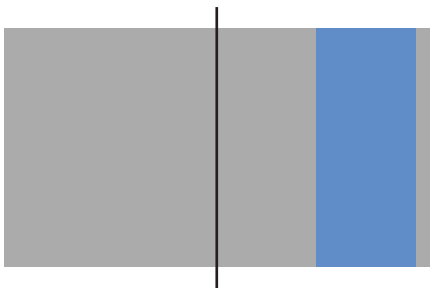
Turn it in:
Either fax, email, or hand in the signed contract to a sales rep.



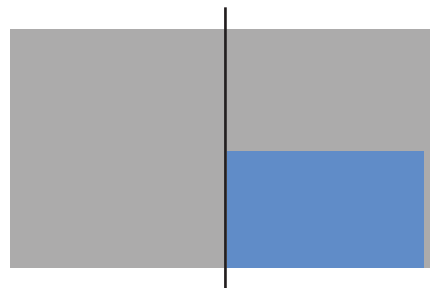
Center Fold or Two Pages
20.25" x 10.875"



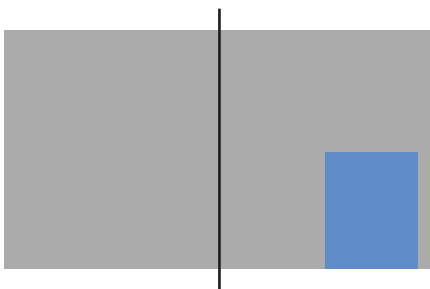
Full Page
9.62" x 10.875"



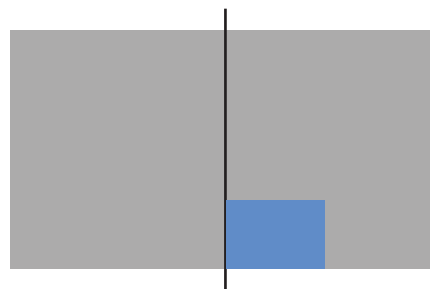
Half Page
4.70" x 10.875"



Half Page
9.62" x 5.30"



Quarter Page
4.70" x 5.30"



Eighth Page (Perfect for Business Cards)
2.25" x 2.50"

2,500 Print Circulation

Pages are 20.25" x 10.875"

THE LEADER

Advertisement Contract Spring 2017

No. of Runs	Size				
	1/8 Page	1/4 Page	1/2 Page	Full Page	Centerfold*
Single Run	\$50.00	\$100.00	\$150.00	\$260.00	\$425.00
5-9 Runs	\$45.00	\$90.00	\$135.00	\$234.00	*First come first serve
10-14 Runs	\$40.00	\$80.00	\$120.00	\$208.00	
Color Charge	\$15.00	\$25.00	\$50.00	\$50.00	\$75.00
Inserts	Inserts must be produced by the organization.				\$200

Prepaid Contract

Size	No. of Runs				
	5	6	7	8	9
1/8	\$225.00	\$270.00	\$315.00	\$360.00	\$405.00
1/4	\$450.00	\$540.00	\$630.00	\$720.00	\$810.00
1/2	\$675.00	\$810.00	\$945.00	\$1,080.00	\$1,215.00
Full	\$1,170.00	\$1,404.00	\$1,638.00	\$1,872.00	\$2,106.00

Cost Per Ad (10% off)
45.00
90.00
135.00
234.00

Size	No. of Runs				
	10	11	12	13	14
1/8	\$400.00	\$440.00	\$480.00	\$520.00	\$560.00
1/4	\$800.00	\$880.00	\$960.00	\$1,040.00	\$1,120.00
1/2	\$1,200.00	\$1,320.00	\$1,440.00	\$1,560.00	\$1,680.00
Full	\$2,080.00	\$2,288.00	\$2,496.00	\$2,704.00	\$2,912.00

Cost Per Ad (20% off)
40.00
80.00
120.00
208.00

Advertisers are required to submit advertisements via email by 12 p.m. Friday before print.

Failure to turn in advertisement will not warrant a refund or exchange of any kind.

I, _____ (Representative's Name) representing _____

(Organization) would like to purchase _____ runs in The Leader, with an additional color charge of \$ _____

for an advertisement costing the Total Amount of: _____ . The advertisement will run in _____

Issue # _____

Notes :

The Leader Sales Staff: _____

Date: _____

I, the undersigned have read and understand all of
The Leader's policies as they are stated in the Media Kit .

Authorized Business Signature: _____

Print: _____

Business Billing Address: _____

Leader Business Manager: _____

SA General Manager: _____

THE LEADER

Student Association Advertisement Contract Spring 2017

No. of Runs	Size				
	1/8 Page	1/4 Page	1/2 Page	Full Page	Centerfold*
Single Run	\$25.00	\$50.00	\$75.00	\$130.00	\$212.00
5-9 Runs	\$22.00	\$45.00	\$67.00	\$117.00	*First come first serve
10-14 Runs	\$20.00	\$40.00	\$60.00	\$104.00	
Color Charge	\$15.00	\$15.00	\$25.00	\$25.00	\$50.00
Inserts	Inserts must be produced by the organization.				\$100

Prepaid Contract

Size	No. of Runs				
	5	6	7	8	9
1/8	\$110.00	\$132.00	\$154.00	\$176.00	\$198.00
1/4	\$225.00	\$270.00	\$315.00	\$360.00	\$405.00
1/2	\$335.00	\$402.00	\$469.00	\$536.00	\$603.00
Full	\$585.00	\$702.00	\$819.00	\$936.00	\$1,053.00

Cost Per Ad (10% off)
22.00
45.00
67.00
117.00

Size	No. of Runs				
	10	11	12	13	14
1/8	\$200.00	\$220.00	\$240.00	\$260.00	\$280.00
1/4	\$400.00	\$440.00	\$480.00	\$520.00	\$560.00
1/2	\$600.00	\$660.00	\$720.00	\$780.00	\$840.00
Full	\$1,040.00	\$1,144.00	\$1,248.00	\$1,352.00	\$1,456.00

Cost Per Ad (20% off)
20.00
40.00
60.00
104.00

Advertisers are required to submit advertisements via email by 12 p.m. Friday before print.

Failure to turn in advertisement will not warrant a refund or exchange of any kind.

I _____ (Representative's Name) representing _____

(Organization) would like to purchase _____ runs in The Leader, with an additional color charge of \$ _____

for an advertisement costing the Total Amount of: _____ . The advertisement will run in _____

Issue # _____

Notes :

The Leader Sales Staff: _____

Date: _____

I, the undersigned have read and understand all of
The Leader's policies as they are stated in the Media Kit .

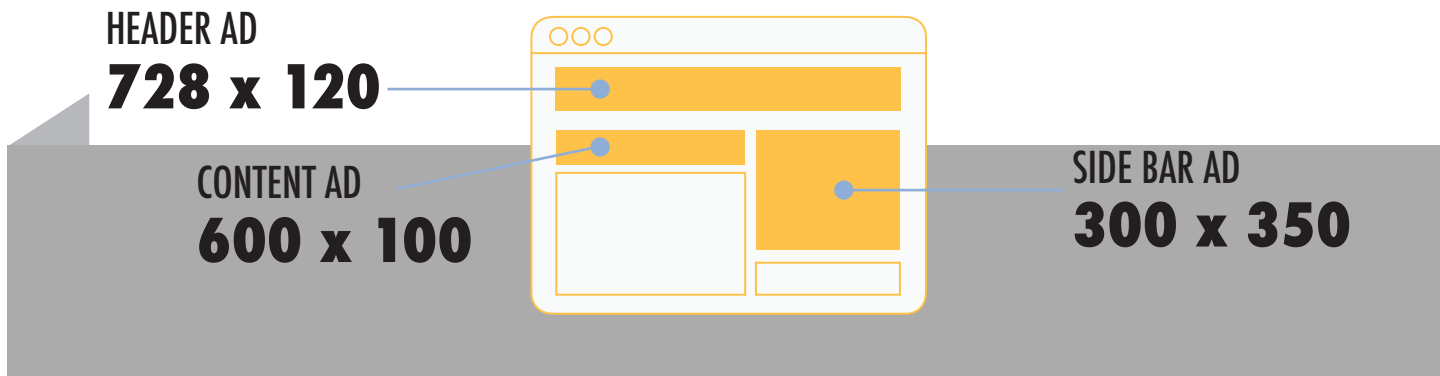
Authorized Business Signature: X

Print: X

Business Billing Address: _____

Leader Business Manager: _____


SA General Manager: _____



RATES

ONLINE AD SIZE	RATES: NO PRINT CONTRACT		RATES: WITH PRINT CONTRACT	
	1 WEEK	1 MONTH	1 WEEK	1 MONTH
HEADER.....728 x 120 px	\$60.00	\$225.00	\$30.00	\$112.50
CONTENT.....600 x 100 px	\$50.00	\$180.00	\$25.00	\$90.00
SIDEBAR.....300 x 350 px	\$45.00	\$165.00	\$22.50	\$82.50

BUNDLING OPTIONS

 Business with print advertising will receive discounted prices for web advertising. If you advertise on our website for a month, you can receive a cheaper rate.

CLASSIFIEDS

STANDARD RATE



\$**5.00** FOR FIRST **2** LINES

\$**1.50** WORDS THEREAFTER

\$**0.50** EACH BOLD WORD
EACH CAPS WORD



STUDENT RATE

with valid Fred Card

\$**2.00** FOR FIRST **2** LINES

\$**1.50** WORDS THEREAFTER

\$**0.50** EACH BOLD WORD
EACH CAPS WORD

EXTRAS



\$**2.50** BLACK BACKGROUND

\$**3.50** COLOR BACKGROUND

\$**3.50** IMAGE

CONTACT: TICKET OFFICE

P (716) 673-3369

F (716) 673-3390



DEADLINE

12:00p.m. Friday
before publication

SCHEDULE

SPRING 2017

February

			1	-	-	-
-	-	-	8	-	-	-
-	-	-	15	-	-	-
-	-	-	22	-	-	-
-	-	-				

March

			1	-	-	-
-	-	-	8	-	-	-
-	-	-		-	-	-
-	-	-	22	-	-	-
-	-	-	29	-	-	-

April

						-
-	-	-	5	-	-	-
-	-	-	12	-	-	-
-	-	-	19	-	-	-
-	-	-	26	-	-	-

May

			3	-	-	-
-	-	-		-	-	-
-	-	-		-	-	-
-	-	-		-	-	-
-	-	-		-	-	-

The deadline for all ads is the Friday before publication at 12:00p.m.

Any cancellation must be received the Monday before publication at 11:00a.m.

If you would like your ad placed on a specific page, or in a specific order, please specify to the sales representative.

We cannot guarantee specific placement, but we will accept requests.

If you would like proof of your ad prior to the ad being placed in the paper, we must be notified the Friday before the publication date.

The Orientation Issue will be published after this schedule, and will be available during the summer.

LEGAL TERMS AND CONDITIONS

AGREEMENT

This agreement is between the Student Association of the State University of New York College at Fredonia, acting as a fiduciary agent for The Leader, and the advertiser entering into this agreement for the period specified on the contract stating that:

1. *The Leader* will accept advertisement on behalf of the advertiser as per the signed contract, and will reproduce such advertisement over the length of this agreement. All advertisements submitted for the press run are subject to *The Leader's* policies.
2. The submission of the ad(s) must be in accordance with the deadline (see contract for schedule and press run dates). Where the advertiser fails to meet the ad deadline, *The Leader* will not run any ad unless written notification is received to run a previously submitted ad. If the advertiser does not submit an ad prior to the deadline and notification to run a previous ad was not received, no credit for any additional ads to run at a later date will be given nor will any credit be given to reduce the contracted amount.
3. The contract price will be billed to the advertiser after each press run. These amounts are due thirty (30) days after the date of the invoice and are considered delinquent thereafter. Delinquent amounts will be charged a 1 ½ percent finance fee.

*By signing any of *The Leader's* contracts, you are agreeing to the terms and conditions stated above*

ADVERTISING POLICIES

All regular advertisements must be prepaid and no refunds will be authorized. Errors will be compensated if the paper is negligent and the error materially affects the content and value of the ad. Notification must be received within 3 working days of publication to warrant consideration. Compensation will be given in the form of additional advertising space and will not exceed the cost of two insertions. *The Leader* reserves the right to refuse any advertisement.

If you have a problem with your ads, contact: donn4542@fredonia.edu

BUSINESS MANAGER

KEVIN GLEASON

ADVERTISING SALES MANAGER

MATTHEW DONNELLY

SALES REPRESENTATIVES

MICHAEL DONNELLY

CIARA HOWLEY

CHIARA SAPIA

JOHN BAXTER

ZACH SWEET

TYLER WITT

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REBECCA MASIKER