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*Get noticed by our  
students, alumni, and  
other readers!*



## Contact

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## The Bucknellian: Advertising Guide

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SPRING 2021

## Why Advertise With the Bucknellian? The University's Only Student Newspaper.

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An option for alumni and families of students for a free e-subscription meaning that our editions are right at the tips of our readers fingers

# Over 3,600 Undergraduate Students

2,000 weekly  
circulation

Over 1,000  
Instagram  
Followers

## Check out:

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### *Our Website*

<https://bucknellian.net>

Where you can find all of our articles, the layout of the paper, meet the staff and more!

### *Our Instagram*

@thebucknellian

Where you can find exclusive posts and stay up to date with us!

# STEPS TO PLACING YOUR AD

## 1. Select a format, either Instagram or Online:

Instagram ads are posted with the story feature and can be placed any day of the week and at whatever time you would like. Online advertisements are placed in the layout version of our edition that is sent to students and subscribers every week. These ads can be different sizes, these sizes can be found on the following pages.

## 2. Choose a schedule:

How often do you want to run the ad? Once? Every other week? Every issue? If you agree to advertise in at least 8 issues out of this semester's 12 issues, you will receive a 15% discount on each ad by working out a contract with us! Instagram ads are included in this deal as well, you can mix Instagram ads and online ads for the discount. All ad order, copy, and graphics are to be submitted by 5:00 pm the previous Wednesday for Friday distribution.

## 3. Provide the ad yourself or we will create it for you:

Will you provide the ad for us? Or would you like us to create the ad for you? If you would like us to create the ad for you, please speak with one of our advertising managers to specify text, graphics, etc. We charge a 15% fee for all ads designed by our team.

## 4. Resolve payment:

All invoices will be sent at the end of the semester with the total cost of all advertisements that were run through the semester

# Publication Dates

## Spring 2021 Publication Dates

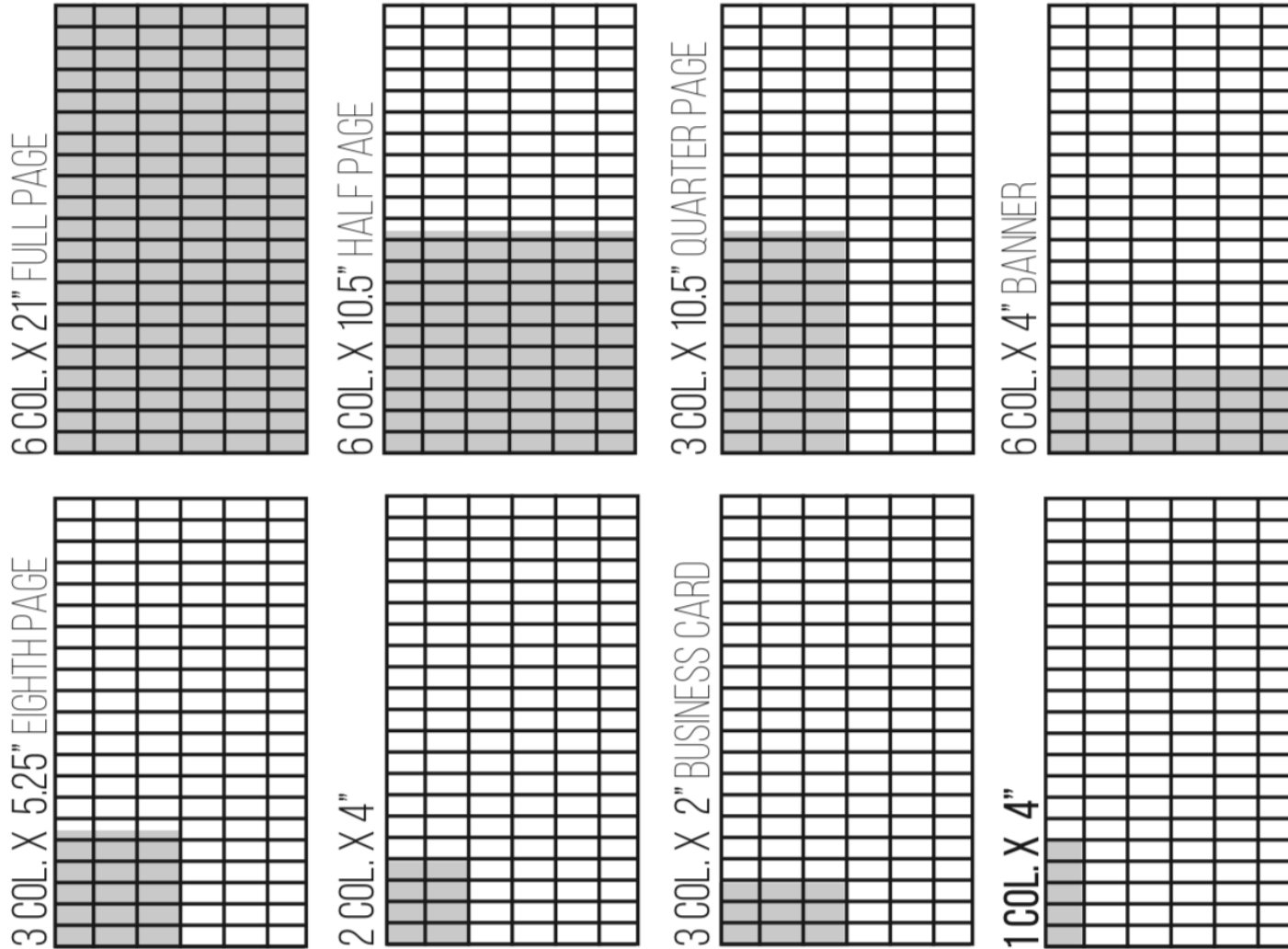
Issue 1: 2/12  
Issue 2: 2/19  
Issue 3: 2/26  
Issue 4: 3/5  
Issue 5: 3/12  
Issue 6: 3/19  
Issue 7: 3/26  
Issue 8: 4/2  
Issue 9: 4/9  
Issue 10: 4/16  
Issue 11: 4/23  
Issue 12: 4/30

## Spring 2021 Submission Deadlines

Issue 1: 2/10  
Issue 2: 2/17  
Issue 3: 2/24  
Issue 4: 3/3  
Issue 5: 3/10  
Issue 6: 3/17  
Issue 7: 3/24  
Issue 8: 3/31  
Issue 9: 4/7  
Issue 10: 4/14  
Issue 11: 4/21  
Issue 12: 4/28

Ads to be submitted by  
5:00 pm the previous  
Wednesday for Friday  
distribution.

# SIZING



COLUMNS TO INCHES CONVERSION TABLE	
Columns	Inches
1	1.69
2	3.55
3	5.41
4	7.27
5	9.30
6	11.00
Gutter	0.1667

Contracts:

Receive a 15% Discount on each Ad when you agree to advertise in 8 of 12 issues.

# STUDENT ORGANIZATION RATES

Ex: MGMT 101 Companies, Greek organizations & student clubs

Display Ads	Column Width	Dimensions	Regular Price	Contract Price
Full Page	6 col. x 21"	11.00" x 21"	\$ 173.25	\$ 147.26
Half Page	6 col. x 10.5"	11.00" x 10.5"	\$ 86.62	\$ 77.96
Quarter Page	3 col. x 10.5"	5.41" x 10.5"	\$ 43.32	\$ 38.98
Banner	6 col. x 4"	11.00" x 4"	\$ 33.00	\$ 28.05
Eighth Page	3 col. x 5.25"	5.41" x 5.25"	\$ 21.65	\$18.40
Double Column	2 col. x 4"	3.55" x 4"	\$ 11.00	\$ 9.35
Business Card	3 col. x 2"	5.41" x 2"	\$ 8.25	\$ 7.00
Single Column	1 col. x 4"	1.69 x 4"	\$ 5.50	\$ 4.68

# UNIVERSITY RATES

Ex: Center for Career Advancement, Dining Services & Office of Admissions

Display Ads	Column Width	Dimensions	Regular Price	Contract Price
Full Page	6 col. x 21"	11.00" x 21"	\$ 259.87	\$ 220.88
Half Page	6 col. x 10.5"	11.00" x 10.5"	\$ 129.93	\$ 110.44
Quarter Page	3 col. x 10.5"	5.41" x 10.5"	\$ 64.97	\$ 55.22
Banner	6 col. x 4"	11.00" x 4"	\$ 49.50	\$ 42.08
Eighth Page	3 col. x 5.25"	5.41" x 5.25"	\$ 32.48	\$ 27.60
Double Column	2 col. x 4"	3.55" x 4"	\$ 16.50	\$ 14.00
Business Card	3 col. x 2"	5.41" x 2"	\$ 12.37	\$ 10.51
Single Column	1 col. x 4"	1.69 x 4"	\$ 8.25	\$ 7.00

# LOCAL RATES

Ex: Lewisburg, Milton or Selinsgrove area businesses

Display Ads	Column Width	Dimensions	Regular Price	Contract Price
Full Page	6 col. x 21"	11.00" x 21"	\$ 346.50	\$ 294.52
Half Page	6 col. x 10.5"	11.00" x 10.5"	\$ 173.25	\$ 147.26
Quarter Page	3 col. x 10.5"	5.41" x 10.5"	\$ 86.62	\$ 73.62
Banner	6 col. x 4"	11.00" x 4"	\$ 66.00	\$ 56.10
Eighth Page	3 col. x 5.25"	5.41" x 5.25"	\$ 43.31	\$ 36.81
Double Column	2 col. x 4"	3.55" x 4"	\$ 22.00	\$ 18.70
Business Card	3 col. x 2"	5.41" x 2"	\$ 16.50	\$ 14.00
Single Column	1 col. x 4"	1.69 x 4"	\$ 11.00	\$ 9.35



# NATIONAL RATES

All other organizations

Display Ads	Column Width	Dimensions	Regular Price	Contract Price
Full Page	6 col. x 21"	11.00" x 21"	\$ 727.65	\$ 618.50
Half Page	6 col. x 10.5"	11.00" x 10.5"	\$ 363.82	\$ 309.25
Quarter Page	3 col. x 10.5"	5.41" x 10.5"	\$ 181.91	\$ 154.62
Banner	6 col. x 4"	11.00" x 4"	\$ 138.60	\$ 117.81
Eighth Page	3 col. x 5.25"	5.41" x 5.25"	\$ 90.96	\$ 77.32
Double Column	2 col. x 4"	3.55" x 4"	\$ 46.20	\$ 39.27
Business Card	3 col. x 2"	5.41" x 2"	\$ 34.65	\$ 29.45
Single Column	1 col. x 4"	1.69 x 4"	\$ 23.10	\$ 19.63

# Instagram Advertisements

9:03



thebucknellian



211  
Posts

1,144  
Followers

60  
Following

The Bucknellian

Newspaper

Bucknell University's weekly student newspaper

[www.bucknellian.net/](http://www.bucknellian.net/)

Bucknell University, Lewisburg, Pennsylvania

Followed by [7thstreetstudio\\_makerspace](#), [lewisburgcommunitygarden](#) and 51 others

Following

Message

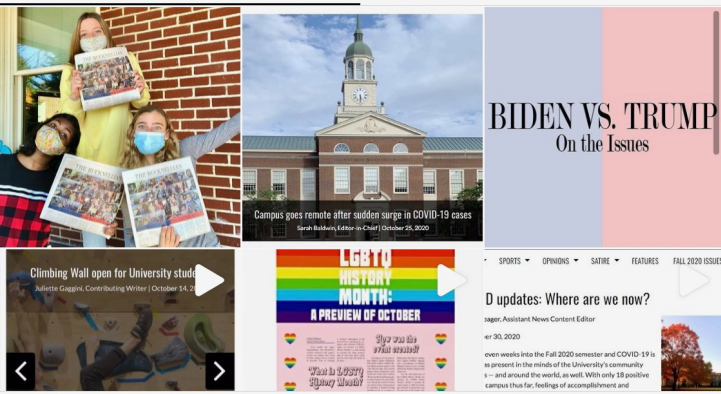
Email



Highlights



Spring 2020



The Instagram advertisements will be posted to our story and remain up for **24 hours**. These advertisements will cost **\$25 for each post** and you can post them as often as you would like. These advertisements will be shown to our **1000+ followers** who interact with our page everyday. This would be **1080 pixels wide and 1920 pixels high** (for it to fill the whole screen). It can be a different size, but these are the dimensions that will fill up the entire screen the best.



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# THE BUCKNELLIAN

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