

FALL 2022

# The Bucknellian: Advertising Guide

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

## Contact

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# Why Advertise with the Bucknellian?

*The University's Only Student Newspaper.*

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 1,200 Instagram  
Followers

Check out:

## ***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

## Step 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.

## Step 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.

## Step 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 orders, copy and graphics are to be submitted by 5:00 pm the previous Wednesday for Friday distribution.

## Step 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

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

## Fall 2022 Publication Dates

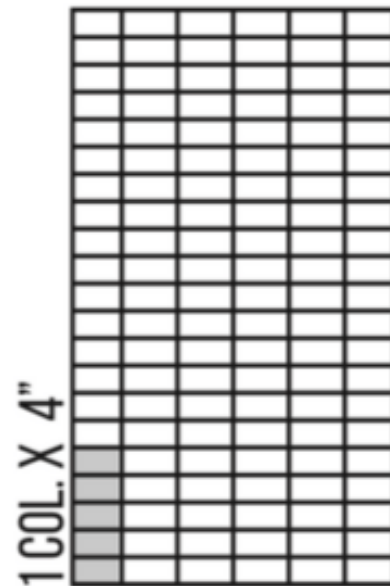
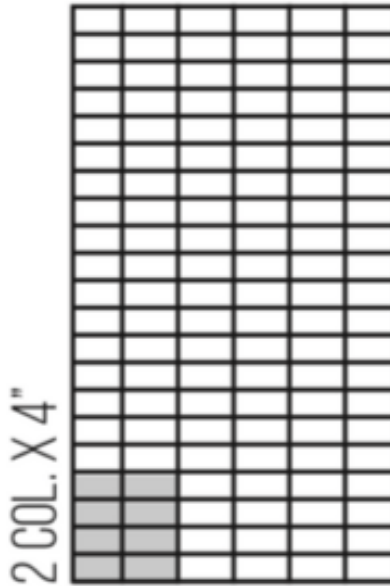
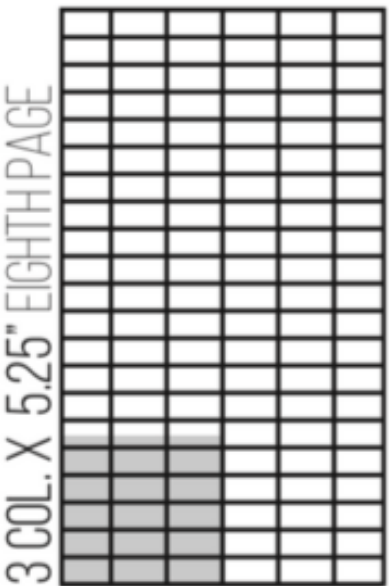
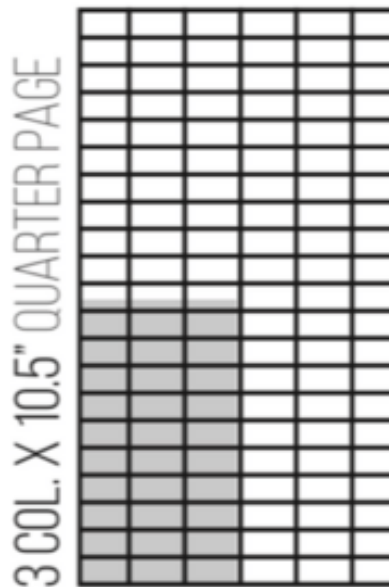
Issue 1: 9/2  
Issue 2: 9/9  
Issue 3: 9/16  
Issue 4: 9/23  
Issue 5: 9/30  
Issue 6: 10/7  
Issue 7: 10/21  
Issue 8: 10/28  
Issue 9: 11/4  
Issue 10: 11/11  
Issue 11: 11/18  
Issue 12: 12/2

## Fall 2022 Submission Dates

Issue 1: 8/31  
Issue 2: 9/7  
Issue 3: 9/14  
Issue 4: 9/21  
Issue 5: 9/28  
Issue 6: 10/5  
Issue 7: 10/19  
Issue 8: 10/26  
Issue 9: 11/2  
Issue 10: 11/9  
Issue 11: 11/16  
Issue 12: 11/30

\*No issues on 10/14 & 11/25 (Fall/Thanksgiving break)

# 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"	\$ 346.5	\$ 311.85
Half Page	6 col. x 10.5"	11.00" x 10.5"	\$ 173.25	\$ 155.92
Quarter Page	3 col. x 10.5"	5.41" x 10.5"	\$ 86.62	\$ 77.96
Banner	6 col. x 4"	11.00" x 4"	\$ 66.00	\$ 59.40
Eighth Page	3 col. x 5.25"	5.41" x 5.25"	\$ 43.31	\$ 38.98
Double Column	2 col. x 4"	3.55" x 4"	\$ 22.00	\$ 19.80
Business Card	3 col. x 2"	5.41" x 2"	\$16.50	\$ 14.85
Single Column	1 col. x 4"	1.69 x 4"	\$ 11.00	\$ 9.90

# University Rates

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

Display Ads	Column Width	Dimensions	Regular Price	Contract Price
Full Page	6 col. x 21"	11.00" x 21"	\$ 519.75	\$ 450.45
Half Page	6 col. x 10.5"	11.00" x 10.5"	\$ 259.87	\$ 225.22
Quarter Page	3 col. x 10.5"	5.41" x 10.5"	\$ 129.94	\$ 112.61
Banner	6 col. x 4"	11.00" x 4"	\$ 99.00	\$ 85.80
Eighth Page	3 col. x 5.25"	5.41" x 5.25"	\$ 64.96	\$ 56.30
Double Column	2 col. x 4"	3.55" x 4"	\$ 33.00	\$ 28.60
Business Card	3 col. x 2"	5.41" x 2"	\$ 24.75	\$ 21.45
Single Column	1 col. x 4"	1.69 x 4"	\$ 16.50	\$ 14.30

# 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"	\$ 693.00	\$ 618.70
Half Page	6 col. x 10.5"	11.00" x 10.5"	\$ 346.50	\$ 294.52
Quarter Page	3 col. x 10.5"	5.41" x 10.5"	\$ 173.25	\$ 147.27
Banner	6 col. x 4"	11.00" x 4"	\$ 132.00	\$ 112.20
Eighth Page	3 col. x 5.25"	5.41" x 5.25"	\$ 86.62	\$ 73.63
Double Column	2 col. x 4"	3.55" x 4"	\$ 44.00	\$ 37.40
Business Card	3 col. x 2"	5.41" x 2"	\$ 33.00	\$ 28.05
Single Column	1 col. x 4"	1.69 x 4"	\$ 22.00	\$ 18.70



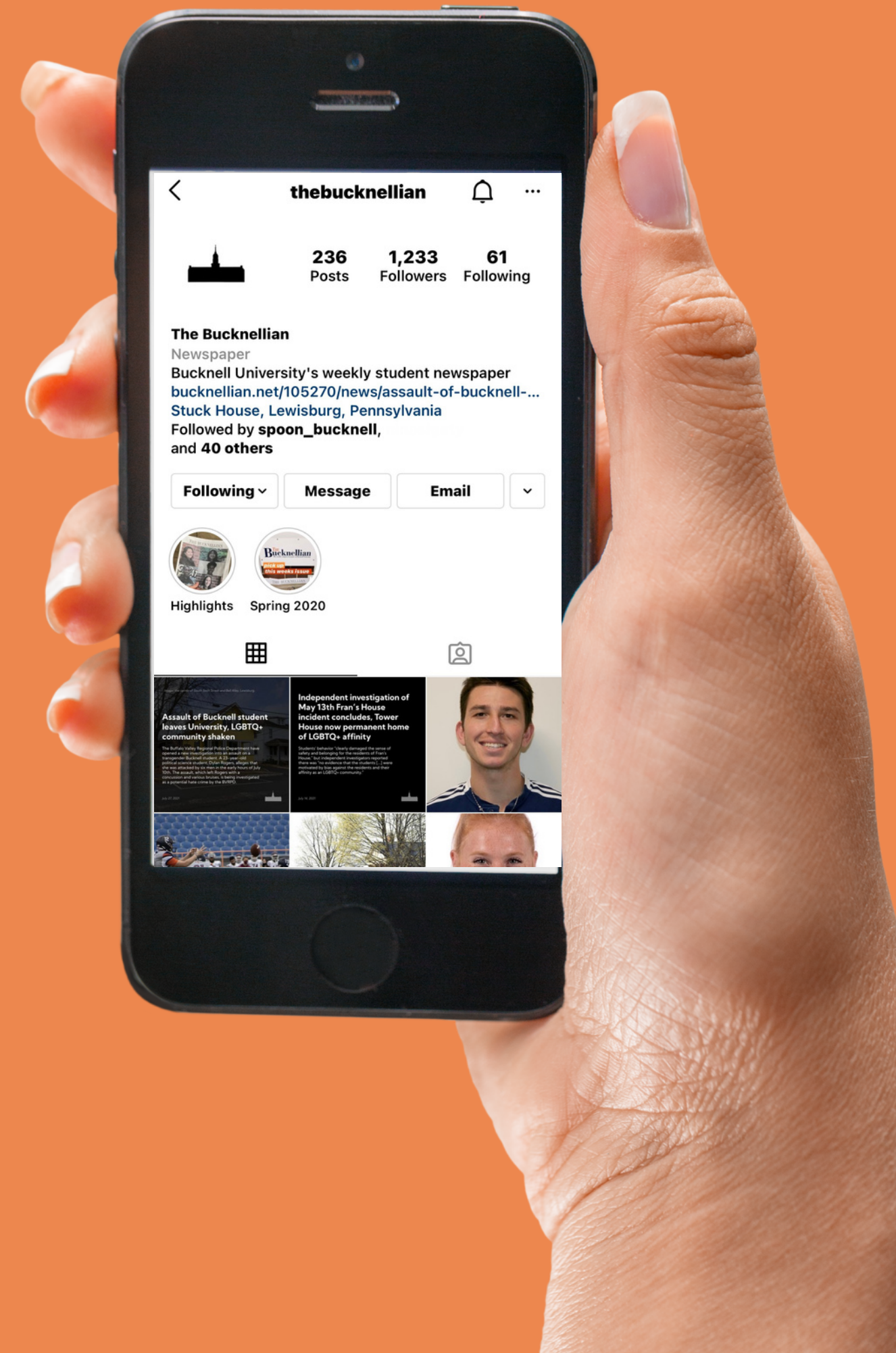
# National Rates

All other organizations

Display Ads	Column Width	Dimensions	Regular Price	Contract Price
Full Page	6 col. x 21"	11.00" x 21"	\$ 1,455.30	\$ 1,247.40
Half Page	6 col. x 10.5"	11.00" x 10.5"	\$ 727.65	\$ 623.70
Quarter Page	3 col. x 10.5"	5.41" x 10.5"	\$ 363.82	\$ 311.85
Banner	6 col. x 4"	11.00" x 4"	\$ 277.20	\$ 237.60
Eighth Page	3 col. x 5.25"	5.41" x 5.25"	\$ 181.92	\$ 155.92
Double Column	2 col. x 4"	3.55" x 4"	\$ 92.40	\$ 79.20
Business Card	3 col. x 2"	5.41" x 2"	\$ 69.30	\$ 59.40
Single Column	1 col. x 4"	1.69 x 4"	\$ 46.20	\$ 39.60

# Instagram Advertisements

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 one per news cycle. The advertisements will be shown to our 1000+ followers, who interact with our page everyday. The ads would be 1080 pixels wide and 1920 pixels high (for it to fill the whole screen). It can be a different size, but the dimensions listed above will fill up the entire screen with the best quality.







# THE BUCKNELLIAN