

THE GATEPOST

Advertisement Rate Card

The Gatepost is the independent student newspaper at Framingham State University in Framingham, Massachusetts. The Gatepost has been published since 1932 and has a staff of approximately 20-25 students. The newspaper is distributed on Fridays with 2,000 issues.

Fall 2016 Publication Schedule

Issue 1: September 16
Issue 2: September 23
Issue 3: September 30
Issue 4: October 7
Issue 5: October 14
Issue 6: October 21
Issue 7: October 28
Issue 8: November 4
Issue 9: November 11
Issue 10: November 18
Issue 11: December 2
Issue 12: December 9

Editor-in-Chief
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Awards
2015
In-Depth Reporting Finalist
Feature Photography Finalist & Winner
Editorial Writing Finalist

2014 First Runner-Up
New England College
Newspaper of the Year Award
New England Society of News Editors

2013
National Winner
Editorial Writing
Mark of Excellence Award
Society of Professional Journalists

2012
Region 1 Winner
Feature Writing – Spencer Buell
Mark of Excellence Award
Society of Professional Journalists

Region 1 Winner
Feature Photography
-Danielle Vecchione
Mark of Excellence Award
Society of Professional Journalists

National Winner
Editorial Writing
Mark of Excellence Award
Society of Professional Journalists

Ad Specifics

Ads must be received as a PDF or Adobe Illustrator file by 4:00 pm on the Tuesday before publication.

Color or black & white ads

Full page (9 ¾" w x 15" h)
BW: \$720
Color: \$820
Half page horizontal (9 ¾" w x 7 ½" h)
BW: \$360
Color: \$410
Quarter page vertical (4 ¾" w x 7 ¾" h)
Quarter page horizontal (7 ¾" w x 4 ¾" h)
BW: \$180
Color: \$205

Inserts

Insert requests must be received two (2) weeks prior to publication and are \$400/2,000 inserts. Payment must be received in advance. A 10% discount is offered if an insert requested for two issues. All inserts must be 8 1/2 X 11 unless otherwise noted, pre-printed, pre-folded and delivered to our printing company one (1) week prior to publication: Turley Publications, Inc., 24 Water St., Palmer, MA 01069, phone: (800) 824-6548, fax: (413) 283-7107.

Designed Ads

Per the advertiser's request, ad design is available and requests must be received one (1) week prior to publication. Add \$50 for print ad design, \$75 for online, and \$20 for FSU club/dept. ad design.

FSU Club & Dept. Advertisers

Each club and department on the FSU campus is allowed four (4) ¼ page black and white, unpaid print advertisements (unpaid online advertisements are not provided) per semester. Additional print ads are discounted 20%. There is no discount for online ads. Unpaid ads are included depending on space as determined by The Gatepost Editorial Board. Unpaid ads received after the deadline will not run.

Discounted Ads

A 10% ad discount is offered if an individual ad is requested for two or more issues.

Payment Policies

All paid advertising is payable in advance in the form of a check unless the advertiser has established credit with The Gatepost. Bills and tear sheets are sent out on the day of publication and all bills are payable upon receipt. Accounts that are overdue must be paid in full in order to advertise in future issues.

**Checks must be payable to Framingham State University.
Ads should be sent to gatepost@framingham.edu**

*The Gatepost reserves the right to refuse any advertisement.
All advertising is subject to the approval of The Gatepost Editorial Board.*