

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 1,800 print issues and online at fsugatepost.com.

Fall 2018

Publication Schedule

Issue 1: September 14

Issue 2: September 21

Issue 3: September 28

Issue 4: October 5

Issue 5: October 12

Issue 6: October 19

Issue 7: October 26

Issue 8: November 2

Issue 9: November 9

Issue 10: November 16

Issue 11: November 30

Issue 12: December 14

Contact Information

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The Gatepost

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Awards

2017

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

2016

Feature Photography, Finalist &
Winner
Breaking News Photography,
Finalist Column Writing, Finalist &
Winner
Feature Writing, Finalist

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

Ad Specifics

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

Color or black & white ads (CMYK)

Full page (9 3/4" w x 15" h)

BW: \$720

Color: \$820

Half page horizontal (9 3/4" w x 7 1/2" h)

BW: \$360

Color: \$410

Quarter page vertical (4 3/4" w x 7 3/4" h)

BW: \$180

Color: \$205

Online ads (RGB)

Every three articles

(300 x 250px) \$250/week

Top of site (728 x 90px)

\$200/week

Bottom of site (980 x 100px)

\$150/week

Inserts

Insert requests must be received two (2) weeks prior to publication and are \$400 per 1,800 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 on the FSU campus is allowed three (3) 1/4 page black and white and each department is allowed two (2) 1/4 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.*