

the gatepost

Advertisement Rate Card

Fall 2019

Publication Schedule

Issue 1: September 13

Issue 2: September 20

Issue 3: September 27

Issue 4: October 4

Issue 5: October 11

Issue 6: October 18

Issue 7: October 25

Issue 8: November 1

Issue 9: November 8

Issue 10: November 15

Issue 11: November 22

Issue 12: December 6

Contact Information

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Awards

2018
Second Runner-Up
New England College Newspaper
of the Year Award New England
Society of News Editors
General News Photography,
Finalist & Winner
General Column Writing, Finalist &
Winner
Feature Writing, Finalist & Winner

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

The Gatepost is the independent student newspaper at Framingham State University in Framingham, Massachusetts. The Gatepost has been published since 1932 and has a volunteer staff of approximately 20-25 students. The newspaper is distributed online at fsugatepost.com on Fridays and in a print run of 1,800 copies on Sundays.

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 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)

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, pre-printed, pre-folded and delivered to our printing company one (1) week prior to publication.

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 or departmental ad design.

FSU Club & Department Advertisers

Each club on the FSU campus is allowed three (3) ¼ page black and white and each department is allowed two (2) 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 in pdf format by 4PM on the Tuesday prior to publication.

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