

# the gatepost

## Advertisement Rate Card

### Fall 2020

#### Publication Schedule

September 18  
September 25  
October 2  
October 9  
October 16  
October 23  
October 30  
November 6  
November 13  
November 20  
December 4  
December 11

#### Contact Information

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Editor-in-Chief  
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#### Awards

2019  
General News Photography, Finalist  
Feature Writing, Finalist  
Editorial Writing, Finalist  
General News Writing, Finalist  
General Column Writing, Finalist & Winner

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 free and 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 Mondays.

### 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) per semester. Additional print ads are discounted 20%. There is no discount for online ads.**

### Unpaid ads are included depending on space as determin

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 ed 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.*