



THE JAMBAR

**2019-2020
MEDIA KIT**

Table of Contents

1

Table of Contents/Contact	1
Advertising Reach	2
Publication Dates	3
Print Advertising	4-5
Online Advertising	6-7
Advertising Policies	8

Contact

Business/Ad Manager

Mary Dota

Phone: 330-941-3094
Email: mfdota@ysu.edu

Editor-in-Chief

Rachel Gobep

Phone: 330-941-1991
Email: regobep@student.ysu.edu

Office Hours

Monday - Friday
8 a.m. - 5 p.m.

For Advertisements
Monday - Thursday
8 a.m. - 1 p.m.



@YSUJAMBAR



@THEJAMBAR



@YSU_JAMBAR



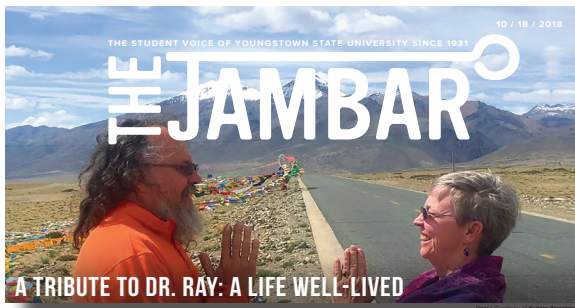
@JAMBARVIDEO

www.thejambar.com

* The Jambar office is in Kilcawley Center, behind The Hub next to Dunkin Donuts.

Advertising Reach

Print Reach



RACHEL GOSEP

Ray Beitzendorfer, also known as "Dr. Ray", was a well-known and distinguished professor of geological and environmental sciences at Youngstown State University for 25 years. From his early hours and Hawaiian T-shirts to his mismatched sweaters and socks, he stood out and was engaged.

He suffered a major heart attack on Sept. 13 and died on Oct. 11, the day before his 62nd birthday.

Even though he only lived 62 years, it was a life well-lived... He was just a bright, shining star," said Beitzendorfer's wife, said.

She said Ray Beitzendorfer was not just a geology professor, but "an advocate for justice and a clown."

Colleen McLean and Felicitas Armstrong, assistant professors of geological and environmental sciences, described Ray Beitzendorfer as passionate, engaged, focused, student and family-driven, and emphasized that he left a legacy.

They agreed that he was like an older brother to them.

"He really did touch the people around him in different ways. It wasn't a single act. Students remember him," Armstrong said.

Ray Beitzendorfer grew up in a working-class environment in Queens, New York City, and

lived in California, Australia and Canada before moving to Youngstown.

Beitzendorfer said some of his greatest moments with his husband occurred when they lived in Australia together — along beaches, going to film festivals and enjoying life.

Ray Beitzendorfer obtained his Ph.D. at the University of California, Davis, where he continued the work he was doing with pillow basalts, that is where his two daughters, Crystal and Rachelle Beitzendorfer, were born.

Sue Beitzendorfer said when he came to interview at YSU, he connected with the campus because he was a first-generation college student and YSU has an abundant first-generation student population.

"He felt like this was a place that he could inspire students for lifelong learning, and to love what you do and love what you learn," Sue Beitzendorfer said.

McLean said that she was Ray Beitzendorfer's student in the '80s. She earned her Ph.D. in environmental geochronology after being inspired by her first environmental geochronology class with him.

"He was just a presence, even then... He was a force," she said.

She said she thought highly of Ray Beitzendorfer, and when she became a professor at YSU, she wanted to impress him.

McLean said when she received tenure and promotion she wanted to create a field course

in the life of Man, which was inspired by Ray Beitzendorfer's field courses and the experiences he offered students.

A man of many strengths, Ray Beitzendorfer took students and Youngstown community members to places ranging from China, Tibet, Taiwan and New Mexico to the life of Man.

Armstrong and McLean have been on multiple trips with Ray Beitzendorfer and both said they have unforgettable memories with him.

He also would take students on a hike to interview at YSU, he connected with the campus because he was a first-generation college student and YSU has an abundant first-generation student population.

"He felt like this was a place that he could inspire students for lifelong learning, and to love what you do and love what you learn," Sue Beitzendorfer said.

McLean said that she was Ray Beitzendorfer's student in the '80s. She earned her Ph.D. in environmental geochronology after being inspired by her first environmental geochronology class with him.

"He was just a presence, even then... He was a force," she said.

She said she thought highly of Ray Beitzendorfer, and when she became a professor at YSU, she wanted to impress him.

McLean said when she received tenure and promotion she wanted to create a field course

in the life of Man, which was inspired by Ray Beitzendorfer's field courses and the experiences he offered students.

A man of many strengths, Ray Beitzendorfer took students and Youngstown community members to places ranging from China, Tibet, Taiwan and New Mexico to the life of Man.

Armstrong and McLean have been on multiple trips with Ray Beitzendorfer and both said they have unforgettable memories with him.

He also would take students on a hike to interview at YSU, he connected with the campus because he was a first-generation college student and YSU has an abundant first-generation student population.

"He felt like this was a place that he could inspire students for lifelong learning, and to love what you do and love what you learn," Sue Beitzendorfer said.

McLean said that she was Ray Beitzendorfer's student in the '80s. She earned her Ph.D. in environmental geochronology after being inspired by her first environmental geochronology class with him.

"He was just a presence, even then... He was a force," she said.

She said she thought highly of Ray Beitzendorfer, and when she became a professor at YSU, she wanted to impress him.

McLean said when she received tenure and promotion she wanted to create a field course

Papers Printed: **1,500 copies** per issue

News Stands: **20 campus wide**

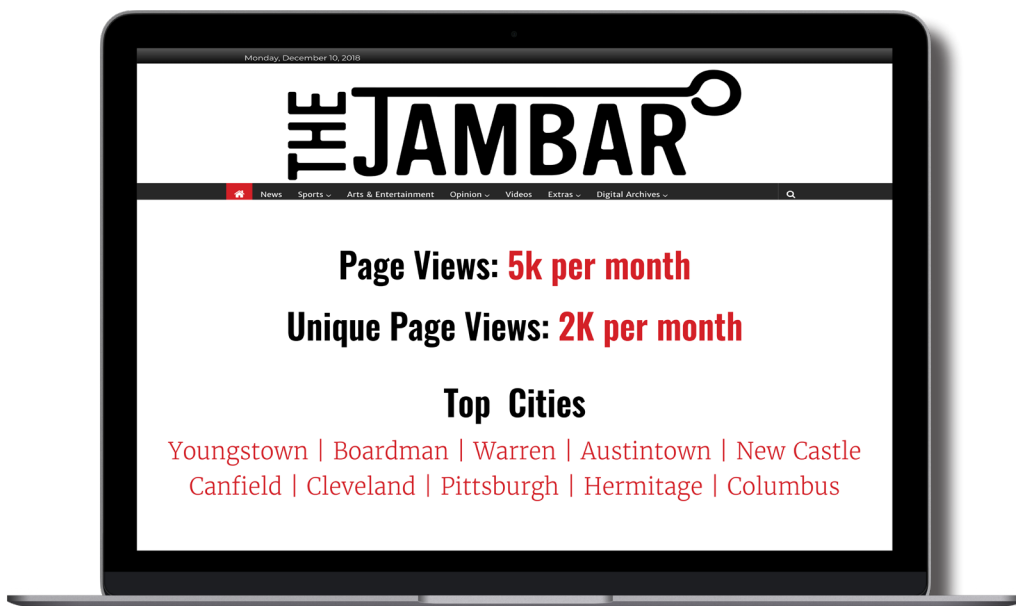
Student Enrolment: **12,696**

Faculty: **2,100**

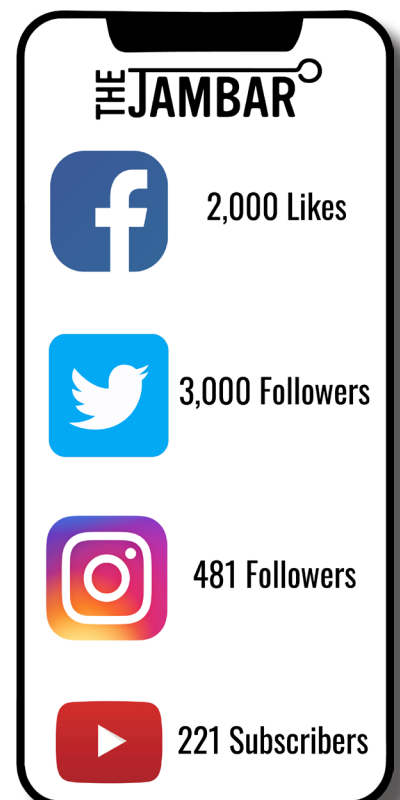


Photo by The JAMBAR

Digital Reach



*Data from Google Analytics August, 2019



Publication Dates

3

2019 - 2020 Publication Dates

August						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

January						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

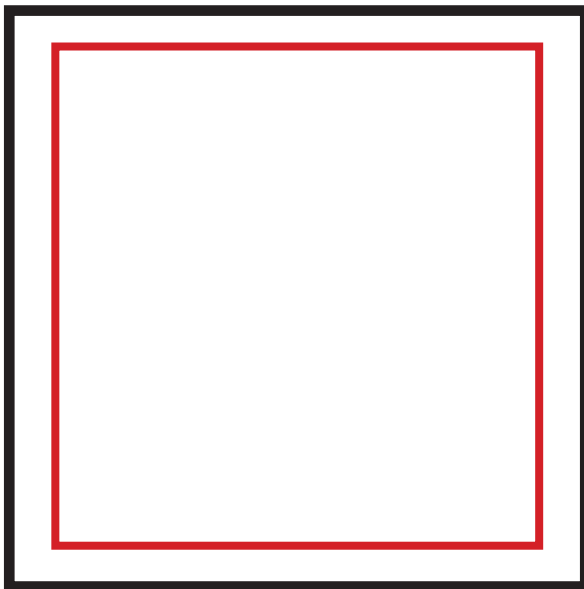
May						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

** The Jambar is published every Thursday during the fall and spring semesters, excluding breaks and finals week.*

Print Advertising



Display Advertisements



Full Page

Dimensions: 10 x 10 inches

Price

Local/National: \$262.50
Color: \$315.00

Campus/Non-profit: \$187.50
Color: \$225.00



Half Page

Dimensions: 5 x 10 inches

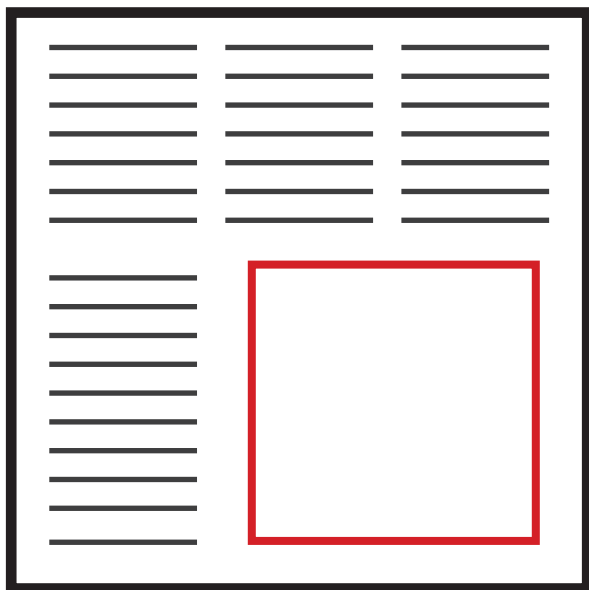
Price

Local/National: \$131.25
Color: \$157.25

Campus/Non-profit: \$93.75
Color: \$112.50

Print Advertising

5



1/4 Page

Dimensions: 5 x 5 inches

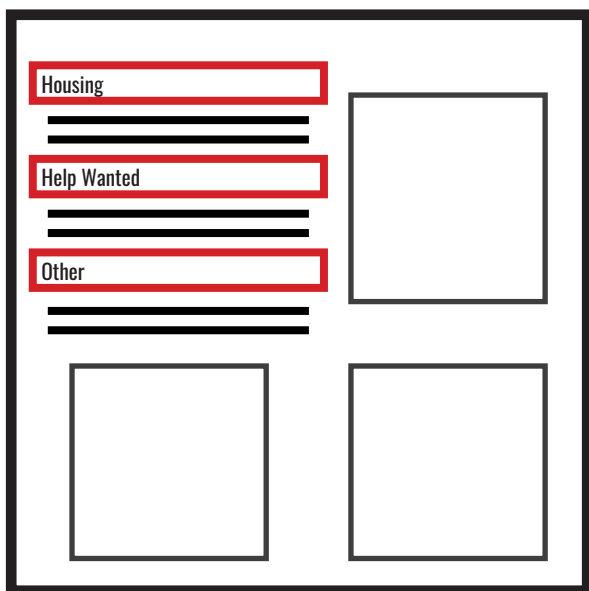
Price

Local/National: \$63.00

Color: \$75.60

Campus/Non-profit: \$45.00

Color: \$54.00



Classifieds

Word Count: 25-35 words

Price

Local/National: \$4.00

Campus/Non-profit: \$4.00

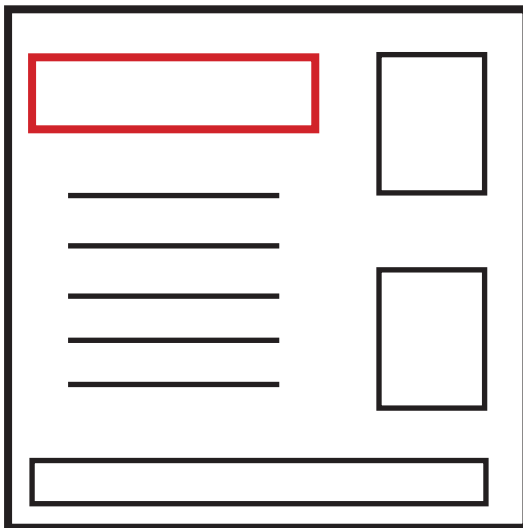
* Add 20% to the cost of the Ad for design services.

Online Advertising

6



Display Advertisements



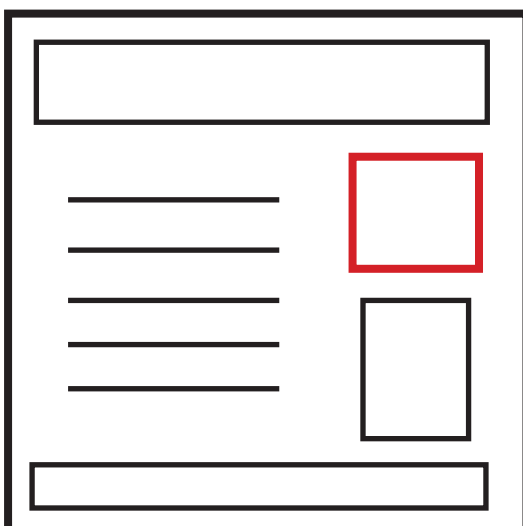
Leaderboard

Dimensions: 728 x 90 pixels

Price

Local/National: \$ 150.00 per month

Campus/Non-profit: \$105.00 per month



Medium Rectangle

Dimensions: 300 x 250 pixels

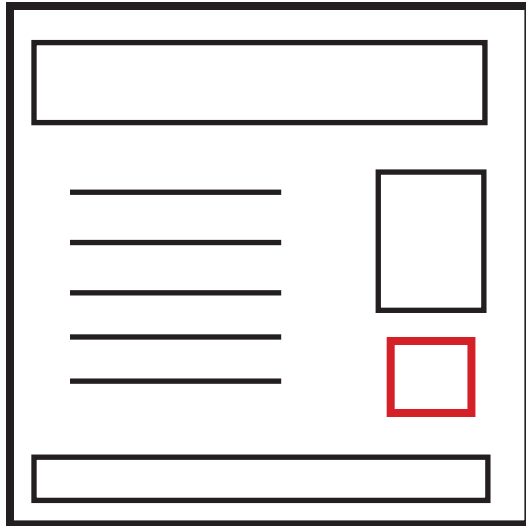
Price

Local/National: \$100.00 per month

Campus/Non-profit: \$70.00 per month

Online Advertising

7



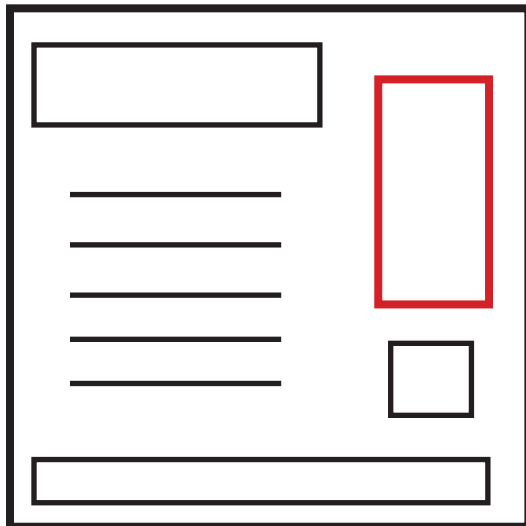
Square Button

Dimensions: 125 x 125 pixels

Price

Local/National: \$50.00 per month

Campus/Non-profit: \$35.00 per month



Half Page

Dimensions: 300 x 600 pixels

Price

Local/National: \$200.00 per month

Campus/Non-profit: \$140.00 per month

* Add 20% to the cost of the Ad for design services.

Advertising Policies

Display

- All ads submitted are subject for approval.
- *The Jambor* reserves the right to refuse or discontinue any ad.
- Position of ads will be honored whenever possible, but is not guaranteed.
- Ads must be sent in the correct size ordered as a .jpg, .png or .pdf.
- Ads sent in the incorrect size may be refused or run smaller.
- Display ads require payment in advance until credit is established.
- No ads will be accepted from accounts with past due balances.
- All delinquent accounts will be turned over to the university for solicitation after 90 days.

Classifieds

- All classifieds must be prepaid in the exact amount until credit is established.
- All classifieds are based on a 25-30-word limit. Ads over 25-30-words will be priced accordingly.

Digital

- Ads must be sent in the correct size ordered as a .png to run.
- Ads sent in the incorrect size will be refused.
- If the ad can be linked to a website, please provide the link to make it interactive.

Cancellations

- Ads may be cancelled by 10 a.m. the day before publication.
- Cancellations received after that will be charged for half the ad.

Due Dates

- All print ads, classifieds and digital ads are due the Tuesday before publication at Noon.
- Ads turned in after noon may be refused.

***All payments can be made with cash, check, money order or (credit card in person).**

THE JAMBAR

**The Jambar
Attn. Mary Dota
1 University Plaza
Youngstown, OH 44555
330-941-3094
www.thejambar.com**