



# THE JAMBAR

**2018-2019  
MEDIA KIT**

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## Contact

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### 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](http://www.thejambar.com)**

\* *The Jambar* office is in Kilcawley Center, just off the Lariccia Lounge behind Jamba Juice.

# Advertising Reach

## Print Reach



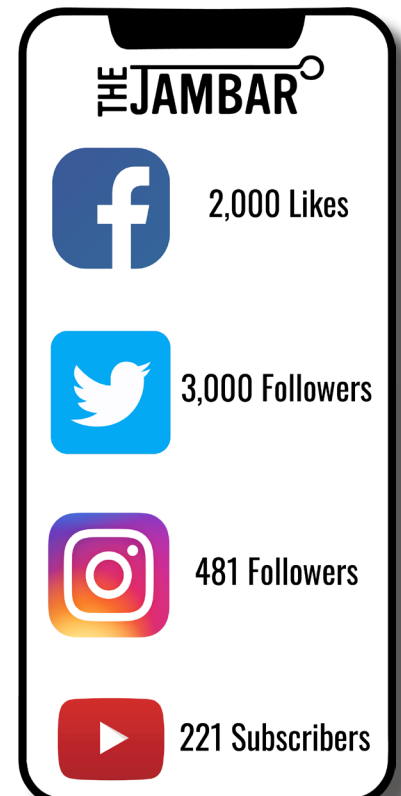
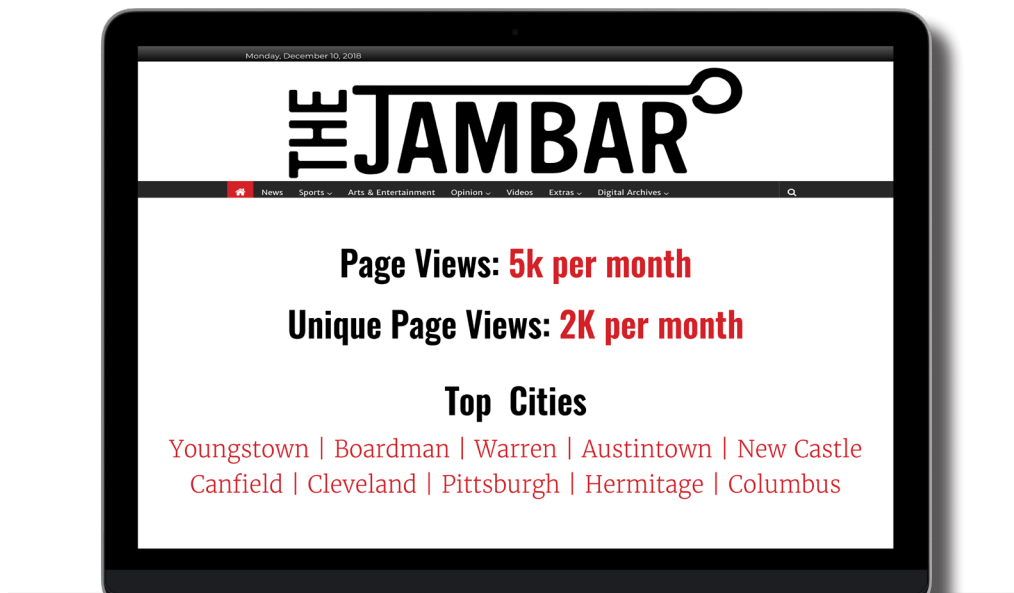
Papers Printed: **1,500 copies** per issue

News Stands: **20 campus wide**

Student Enrolment: **12,696**

Faculty: **2,100**

## Digital Reach



\*Data from Google Analytics November, 2018

# Publication Dates

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## 2018 - 2019 Publication Dates

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

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

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

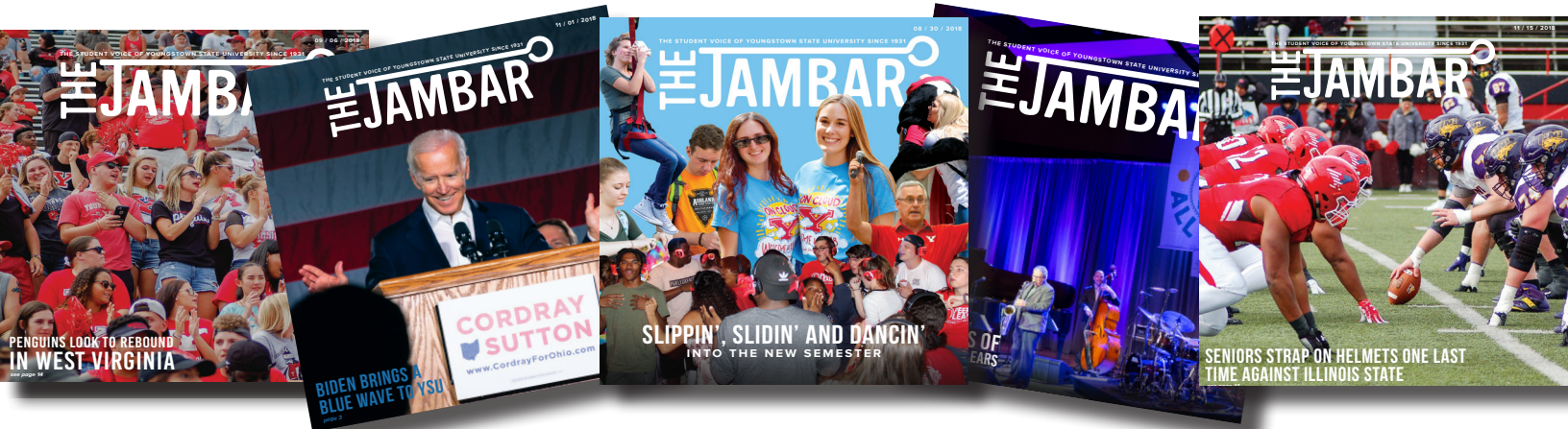
<b>May</b>						
<b>S</b>	<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

*\* The Jambar is published every Thursday during the academic year, excluding holiday breaks and finals week*

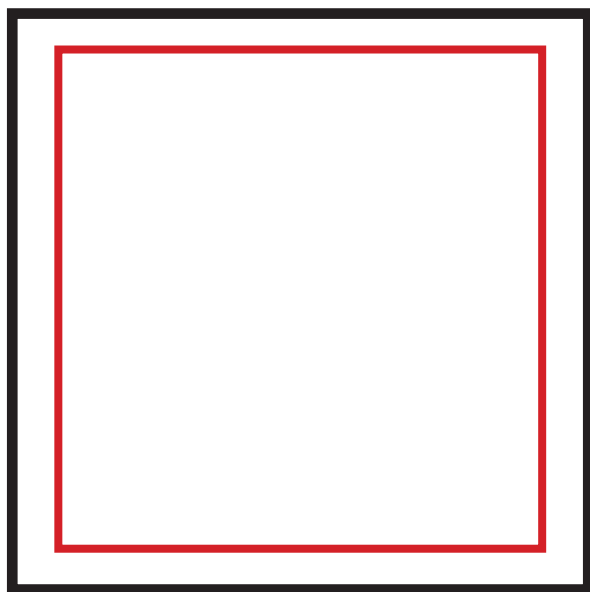


# Print Advertising

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## 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

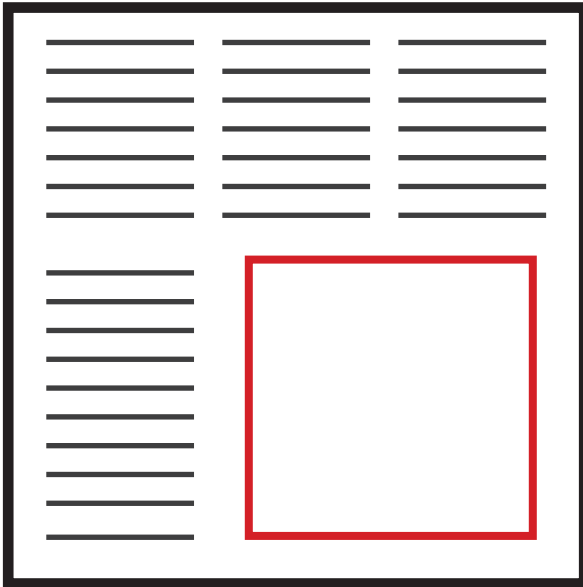
#### Price

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

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

# Print Advertising

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## 1/4 Page

Dimensions: 5 x 5 inches

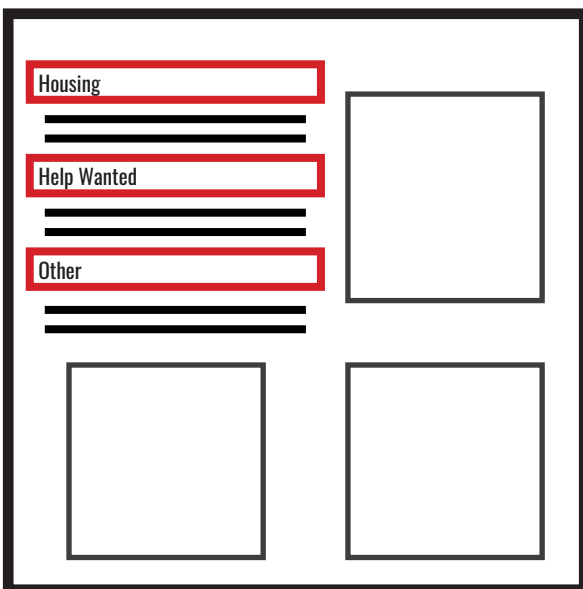
### Price

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

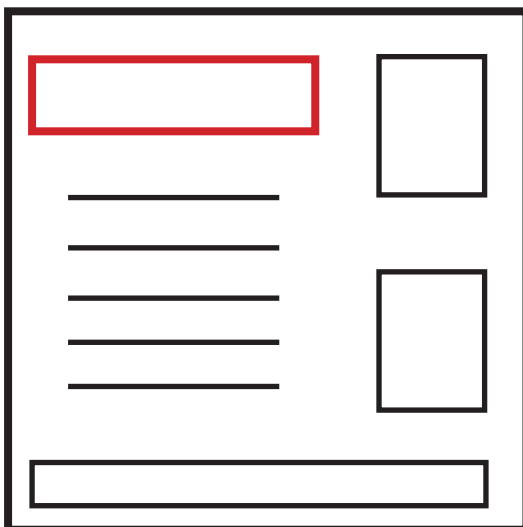
\* Add 20% to the cost of the Ad for design services.

# Online Advertising

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## Display Advertisements



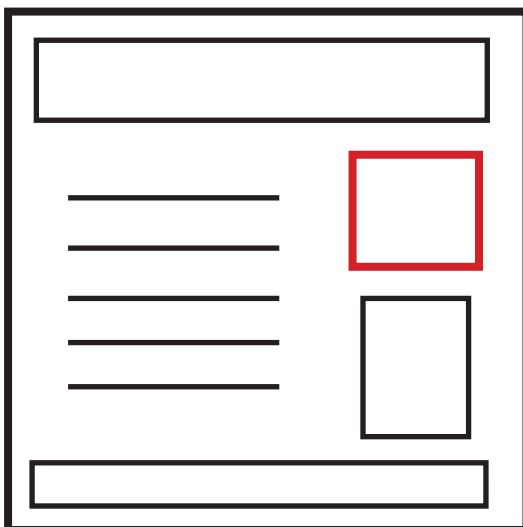
### Leaderboard

Dimensions: 728 x 90 pixels

#### Price

Local/National: \$ 150.00 per month

Campus/Non-profit: \$105.00 per month



### Medium Rectangle

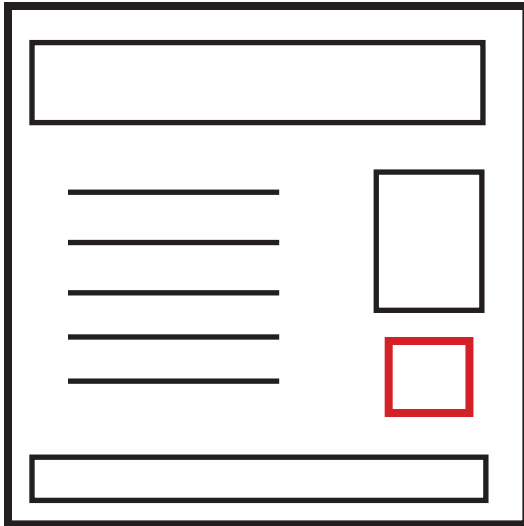
Dimensions: 300 x 250 pixels

#### Price

Local/National: \$100.00 per month

Campus/Non-profit: \$70.00 per month

# Online Advertising



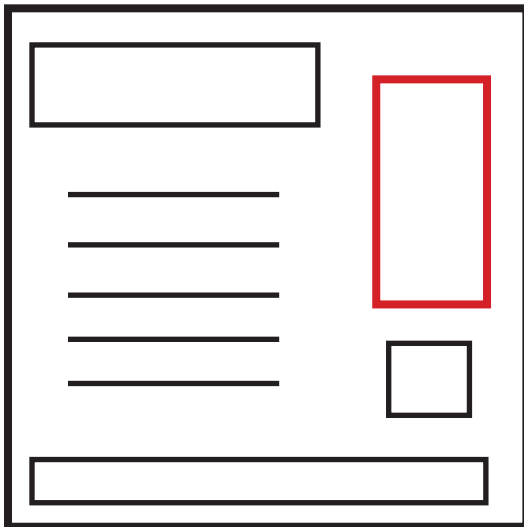
## Square Button

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 Jambar* 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).**



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