

**NYU'S
OFFICIAL
STUDENT
NEWSPAPER**

WSN
WASHINGTON
SQUARE NEWS

Washington Square News

838 Broadway, 5th Floor

New York, NY 10003

P: 212.995.3791

F: 212.995.3790

www.nyunews.com

*media
kit*

2012-2013



welcome! notes

Dear Prospective Advertiser,

**Business
Manager**

Rebecca Ribeiro

**Circulation
Manager**

Chloe Coffman

**University Sales
Manager**

Kaitlyn O'Brien

**Sales
Representatives**

Ellen McQueen

**Sales
Assistants**

Ariana DiValentino

Alison Lizzio

Sam Wander

**Circulation
Assistants**

Benjamin Swinehart

**Graphic
Designer**

Kaleel Munroe

Supervisor

Nanci Healy

It is with great pleasure that I introduce the Washington Square News, the award-winning student newspaper of New York University – America’s largest private university. Let us help you cut through the saturated Village consumer market and reach your target demographic: our university community.

Since 1973, our newspaper has served as the source of news for the NYU community of 66,000 students, faculty, and staff. From restaurant specials and fashion discounts, to event and entertainment advertisements, we want to guide our readers to the best businesses in town!

Our newspaper publishes 5,500 copies a day, every Monday through Thursday during the academic year. We distribute to over 100 locations in lower Manhattan from the NYU Langone Medical Center on 34th Street to the Lafayette Street dorms in Soho. You will find a WSN newsstand in virtually every NYU residence hall, administrative building, library, and sports facility.

Returning advertisers will notice that we have redesigned our website (nyunews.com), which receives 200,000 online impressions per month, and is capable of hosting effective ads to link our 8,000+ daily online readers to your web site.

Our business office prides itself on providing attentive and courteous service, with advertising options tailored to your needs. Any of our friendly managers or sales representatives will be happy to assist you. We also have a talented graphic designer on staff should you need help with your artwork.

Thank you for taking the time to introduce your business to our readership, an ethnically diverse, intelligent community that is constantly seeking new experiences. We encourage you to make an appointment and visit our office, located at 838 Broadway. Place a campaign and join the NYU community!

Best,
Rebecca Ribeiro
Business Manager

it's all about
**community
access**

50,917

number of NYU students

16,861

number of NYU faculty and staff

\$405 bil.

nat. college student spending power

93%

of students read a campus newspaper

77%

of them read the ads in the paper

Every week, tens of thousands of NYU students and faculty
turn a page of the WSN and lay their eyes on an ad...

IT COULD BE YOURS





looking *to* book?

it's simple as

1 *choose the
right size*

2 *calculate
your rate*

3 *select your
schedule*

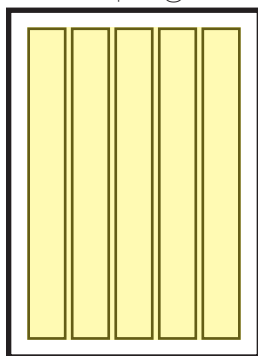
4 *create it
(or let us make it)*

5 *submit and
pay for it*

**choose
the
right
size**

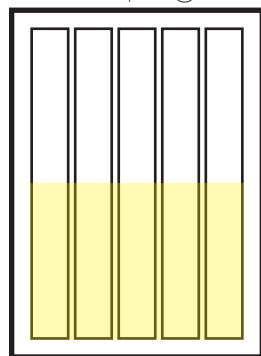


full page



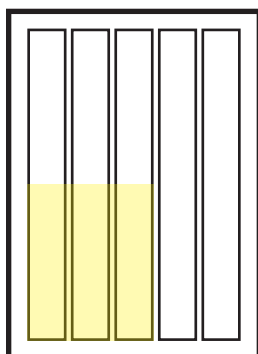
**5col x 14in
70 ci**

half page



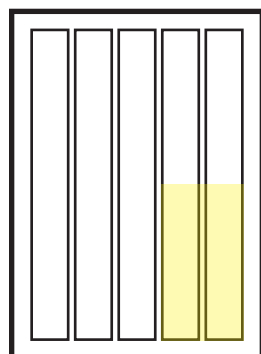
**5col x 7in
35 ci**

quarter
page A



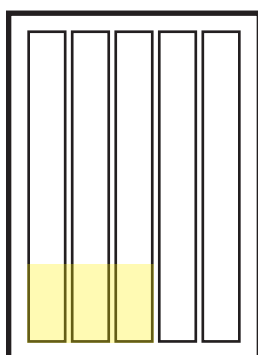
**3col x 7in
21 ci**

quarter
page B



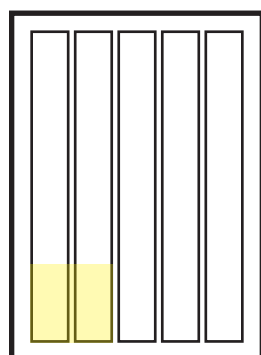
**2col x 7in
14 ci**

eighth
page A



**3col x 4in
12 ci**

eighth
page B



**2col x 4in
8 ci**

column inches explained

In order to line up ads with the editorial content of the newspaper, ad width is measured in *columns*, rather than inches. Ad height is measured in inches. A “column inch” is a measure of area, equal to one column wide multiplied by one inch high. A column is about, but not exactly, 1.88in wide. See below for exact conversions.

1 column = 1.88 inches **4 columns = 7.97 inches**
2 columns = 3.91 inches **5 columns = 10.0 inches**
3 columns = 5.94 inches

Note: Ad height is still measured in inches!

color or no color?

Color can make your ad much more eye-catching. Here are the different color options that are available.



full color



spot color



grayscale

2 calculate *your* rate

Display Ads

Print newspaper ads (prices are per column inch)

\$15.71/per column inch (open)

NYU Departments • NY Based businesses

\$14.15/per column inch (pick-up)

1+ run per week • 2+ weeks in a row • same artwork

\$10.48/per column inch (ten-run rate)

10 runs within the same semester • same size • artwork changes allowed

Local + University

Online

Online Specs: 90kb limit;
Animation OK; JPEG or GIF
format; must be RGB

NYUnews.com averages 200,000 impressions per month.

That is 200,000 opportunities for your business!

\$110/10,000 impressions

Leaderboard (728x90 pixels) • Box (300x250 pixels)

Buy 50K impressions, get 10K free

Minimum of 20,000 impressions

\$130 (e-delivery)

only one space per day • call for bulk discount • 560x110 pixels • 5,000 subscribers

If interested in Text-Links, please contact:
greg@campusave.com

Positioning

15% surcharge • full page: page 3 or back page • call for availability

Display Ad Color Fee

\$150 (spot color)

One color • all sizes

\$250 (full color)

Full color • all sizes

Other Options

Front Page

5col x 1.25" • bottom of front page • full color cost included

\$250/day

One day only

\$800/4 days

Four insertions placed in same semester

Sudoku Sponsor

3" x 3" • ultra-high visibility • grayscale only

\$1000

Choose your days • reserve 1 day per week for 1 semester

Insert

Free-standing insert • pre-printed

\$875/full circulation run (5,500)

Single sheet/flyer • call for booklet/magazine FSI

• Mail FSIs to: Evergreen Printing, 101 Haag Avenue Bellmawr, NJ 08031

Newsstand

Full color glossy posters

\$2000

Two consecutive weeks • ten (17" x 21") full color posters included

• WSN covers printing & placement of posters

3 select your schedule

SPECIAL ISSUES

- Aug. 26 - **Welcome Week/Food Guide**
- Sep. 4 - **First Day Edition**
- Oct. 18 - **Parent's Weekend Edition**
- Oct. 26 - **Election Edition**
- Nov. 29 - **Fall Fashion Edition**
- Dec. 6 - **Arts Edition**
- Dec. 13 - **Most Influential Edition**
- Jan. 28 - **Welcome Back Edition**
- Jan. 30 - **1st Spring Weekend Edition**
- Mar. 7 - **Housing Edition**
- Mar. 14 - **Arts Edition**
- Apr. 1 - **April Fools Edition**
- Apr. 18 - **Spring Fashion Edition**
- Apr. 25 - **Mail-Home Edition**
- May 13 - **Pre Commencement Edition**
- May 25 - **Post Commencement Edition**

REGULAR PRODUCTION SPECIAL ISSUE

AUGUST 2012

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
21	20	21	22	23	24	25
26	27	28	29	30	31	

SEPTEMBER 2012

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 2012

S	M	T	W	T	F	S
	1	2	3	4	5	7
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 2012

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 2012

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 2013

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 2013

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		

MARCH 2013

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	
31						

APRIL 2013


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 2013

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	

4 create it (or let us make it)

5 submit and pay for it



\$40 Intro Month!
This amazing special allows you UNLIMITED HOT YOGA for 30 days! It's the perfect way to try out all the awesome sweatiness! Game on!
*For first timers only

434 6th Ave, 2nd floor (Corner of 10th St.)

moksha yoga



THE SALVATION ARMY FAMILY THRIFT STORES
New York's favorite place to find "Affordable Fashion!"
Bring in this advertisement to any of the following locations and receive **25% OFF** of Your Entire Purchase!
Offer Expires March 31st, 2012

536 WEST 46TH STREET NEW YORK, NY (BETWEEN 10TH AND 11TH AVENUES)
112 FORTTH AVENUE NEW YORK, NY (BETWEEN 11TH AND 12TH STREETS)
308 8TH AVENUE NEW YORK, NY (BETWEEN 20TH AND 21ST STREETS)
308 WEST 96TH STREET NEW YORK, NY (BETWEEN BROADWAY AND WESTEND)
308 EAST 23RD STREET NEW YORK, NY (BETWEEN 2ND AND 3RD AVENUES)



THIS MONTH'S SPECIAL HAPPY HOUR

\$5 M&G \$1

FROZEN MARGARITAS ALL DAY EVERY DAY!
SERVED IN A 9 OZ. GLASS
ID REQUIRED

TACOS BAR SPECIAL MON-FRI 4-8PM
21 WAVERLY PLACE
TEL: 212.529.1500



ATTENTION JEWISH STUDENTS



LEARN ABOUT YOUR HERITAGE AND EARN A FREE TRIP TO ISRAEL OR \$400.



CONGRATULATIONS TO THE CLASS OF 2012!
20% OFF FOR NYU STUDENT PARTIES OF 6 OR MORE. LIMITED TIME. UNTIL JUNE 15th.
MAKE YOUR RESERVATION TODAY!
DINING HOURS
M-F 11AM - 11PM
SAT-SUN 10AM - 11PM
202 CENTRE STREET NEW YORK, NY 10013
212.966.1123
WWW.REDEGGNYC.COM



Butter Lane Cupcake Care Package
Ask about our Cupcake Care Package
for your favorite NYU student!
One dozen only \$36
free delivery on Student Wednesdays

Have a delicious Butter Lane mix delivered to their door once a month! 30% off on YEP Subscription orders of three months or more.

And don't forget to ask about our Butter Lane Gift Cards!

Don't have a graphic designer?

WSN's professional creative team can assist you!

Full creative services for only \$35!

Make sure to let us know 5 business days before desired run date

self-design guidelines

If you plan to design the ad yourself, make sure that your ad is the **correct size** as resized ads will lose significant quality. All ads should have a resolution of at least **300dpi**. Color modes are as such: **greyscale** for B&W ads, **CMYK** for color print ads, and **RGB** for online ads. All artwork must be sent electronically in the following file formats: **EPS** for **PDF** (print), and **JPEG** or **GIF** (online). All fonts should be embedded. Artwork may be submitted by **email** to sales@nyunews.com or delivered **on a CD**.

The WSN cannot guarantee quality of print if these guidelines are not met.

Submission

The deadline for all ad material is 5:00 pm, three business days prior to the run date. This includes the following:

- Signed Insertion Order (IO)
- All artwork and/or copy

IOs for ads that require creative services must be submitted five business days prior to run date.

Special Issue deadline is 5 days before specified run date.

Page position is only guaranteed for a full page advertisement on page three or the back page. Advertisers must pay a 15% surcharge. Call for availability.

Payment

New advertisers must pay in advance for all advertising.

Statements are mailed at the end of each calendar month. The monthly statement is the only bill provided. The advertiser agrees that all the bills are due and payable (net) within 30 days of printed on the monthly statement. Payment of the full balance is required. Tearsheets are mailed within three business days of publication and not with the monthly statements. WSN reserves the right to request full or partial payment in advance or to cancel credit privileges at any time and on any account. A late payment penalty of 1.25% per month will be charged on past due bills.

Email billing@nyunews.com with any billing or invoice concerns.

Cancellation

All cancellations by the advertiser must be made **in writing, two business days** before run dates. In the case of cancellation, credit will be applied to the advertiser's account toward future ads. Cash refunds are not available. Advertisements subject to full charge.

WSN reserves the right to refuse advertising at any time, without reason. All payments for refused advertising will be refunded.

Policies

Political & Advertorial

WSN accepts political and advertorial (ads that appear to be editorial content) ads under the following conditions:

1. Visually, the ad may not resemble WSN editorial content.
2. WSN reserves the right to add text "this is paid advertising" to any ad.
3. Approval of the ad is at the discretion of the WSN.

Internet Companies

Companies whose primary business is conducted via the Internet are always required to prepay and will be charged the national rate. Internet gambling sites must be licensed sportsbook operations based in Nevada.

Adoption

Only law firms, adoption agencies or representative agencies may advertise. Prepayment is required. All adoption agencies that advertise with us must provide WSN with one of the following documentation: a letter on letterhead stating that the adoption is being handled by a state licensed adoption agency or a copy of the agency's license of certification.

Egg Donors

Only medical practitioners, tissue donor banks or representatives may advertise. Prepayment is required. All egg donor advertisers must provide WSN with one of the following: a copy of the medical license in reproductive endocrinology for the doctor performing the procedure of a copy of the tissue bank's license of certification.

For a full list of terms and conditions, please consult the reverse side of the IO.