

WASHINGTON SQUARE NEWS

NYU's Daily Student Newspaper • nyunews.com

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National Rates 2012-2013 Academic Year Effective Aug. 1, 2012 – Aug. 1, 2013

Display Ads	Cost	Details
Open	\$21.43	Per Column Inch
Pick-Up	\$19.29	1+ run per week, 2+ weeks in a row min. Same Artwork
One Color Fee	\$150.00	All Sizes
Full Color Fee	\$400.00	All Sizes
Front Page Ad - 1 day	\$350.00	1.25" x 10" / Full color included / Call for Availability
Front Page Ad - 4 days	\$1000.00	1.25" x 10" / Full color included / Call for availability
Sudoku/NY Times	\$1000.00	3" x 3" grayscale only, reserve 1 day p/week
Crossword Sponsorship	Or \$100.00each	For Fall 2012 Semester, Call for Availability
Online Ads		Nyunews.com averages 200k impressions per month
20,000 imps	\$220.00	Choose between 728x90 or 300x250 ads
10,000 additional imps	\$110.00	90 kb max size; animation OK; save as RGB
		Buy 50k impressions, receive 10k FREE!
E-News	\$150.00	560 x 110 pixels; 90kb max; Call Ad-Office for Bulk Rate
Text Links Available		Html link, contact Greg Edson greg@oncampusave.com
Free Standing Insert	\$875.00	Flat charge for 5,500 run
		Advertiser responsible for creation & delivery to printer
Newsstand Poster	\$2,000.00	2 Week Reservation; Call for Availability
		Ten (17"x21") Full Color posters included
		WSN covers printing & placement of posters

Rates Approved by:

Rebecca Ribeiro, *Washington Square News* Business Manager (212.998.4967)

Questions? Email sales@nyunews.com. Call us at 212.995.3791.