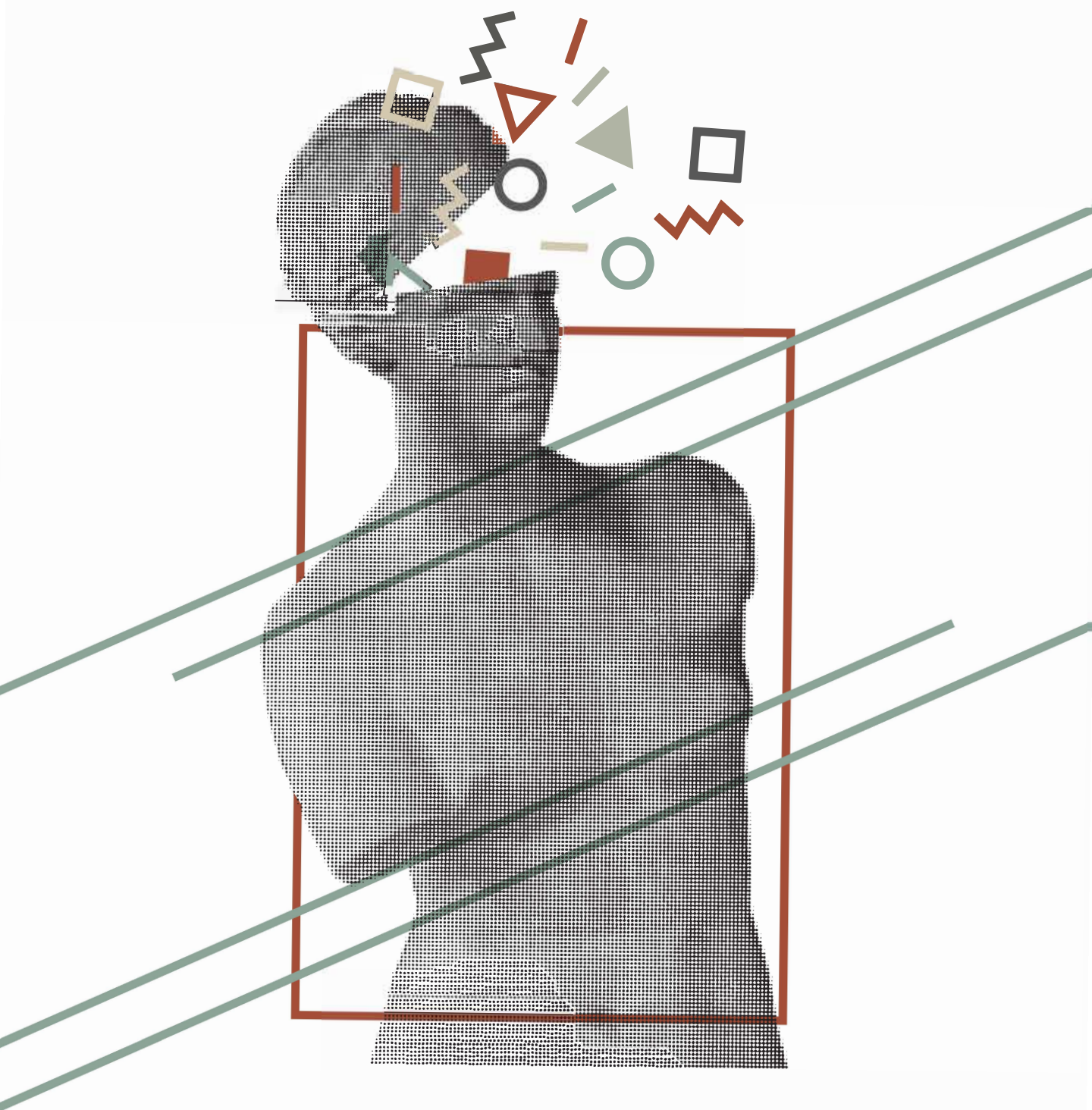


# WASHINGTON SQUARE NEWS

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MEDIA KIT 2020



The Washington Square News is the NYU community's independent, student-run newspaper. Since our formation in 1973 with the merger of two separate publications, WSN has been a cornerstone of campus life, our reporting reflecting the mood and goings-on of both the local community and the world at large. Over the past few years, we've gone from primarily print to a mix of both traditional and new media, publishing both a weekly paper as well as online content every weekday, plus some of our additional special issues.

Our team of over sixty hard working student journalists is supported by us, the student-run business team. We work tirelessly to support student journalism and the entire institution itself, despite adversity and tribulation from all corners in this day and age.

That's our story, though— what we're concerned about is yours.

NYU has one of the wealthiest student populations of any school in the United States, and that's a market that can benefit any business or brand— whether you're a mom and pop restaurant, or a national entity looking to focus on the college market. My team is focused on connecting you with the students (and faculty and administrators!) who would love your brand and, especially, business, just as much as you would love theirs. Whether that's through traditional advertising in our print paper, online ads on our website or through email, or some new venture, like sponsored content or participating in an on-campus event, we're here to act as the bridge between you and our students.

You've made it this far. Let's do business together.

-Melanie Bautista,  
Business Manager





# REACH YOUR AUDIENCE



**183**

countries  
represented at NYU

**60k+**

NYU students

**29%**

International  
Student Pop.

**8k**

faculty &  
administrators

**\$506b**

student spending power

**74%**

of students take action  
after seeing college  
newspaper ads

**38**

stands across  
residence halls  
& academic  
buildings

**1 publication**  
that reaches all corners  
of campus (that s us!)

# PRODUCTION CALENDAR

## JAN



## FEB



## MAR



## APR



## MAY



PRINT PRODUCTION



ONLINE PRODUCTION



SPECIAL ISSUE



# SPECIAL ISSUES

**FEB 20**  
**THE HOUSING GUIDE**

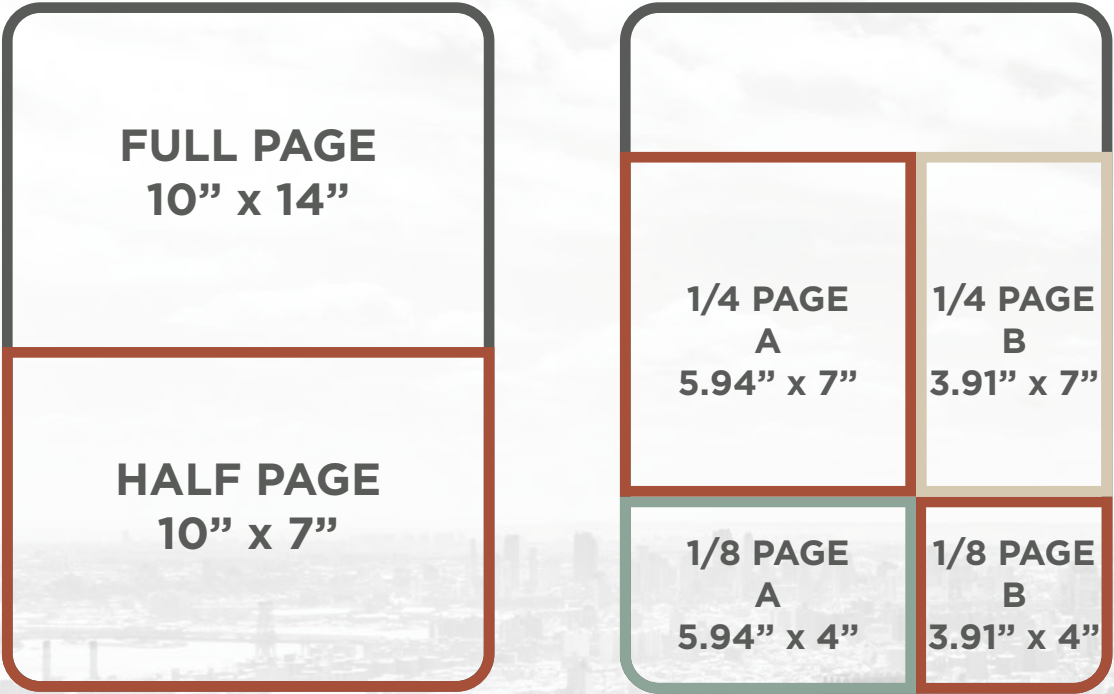
**MAR 12**  
**THE OPINION ISSUE**

**APR 2**  
**THE ARTS ISSUE**

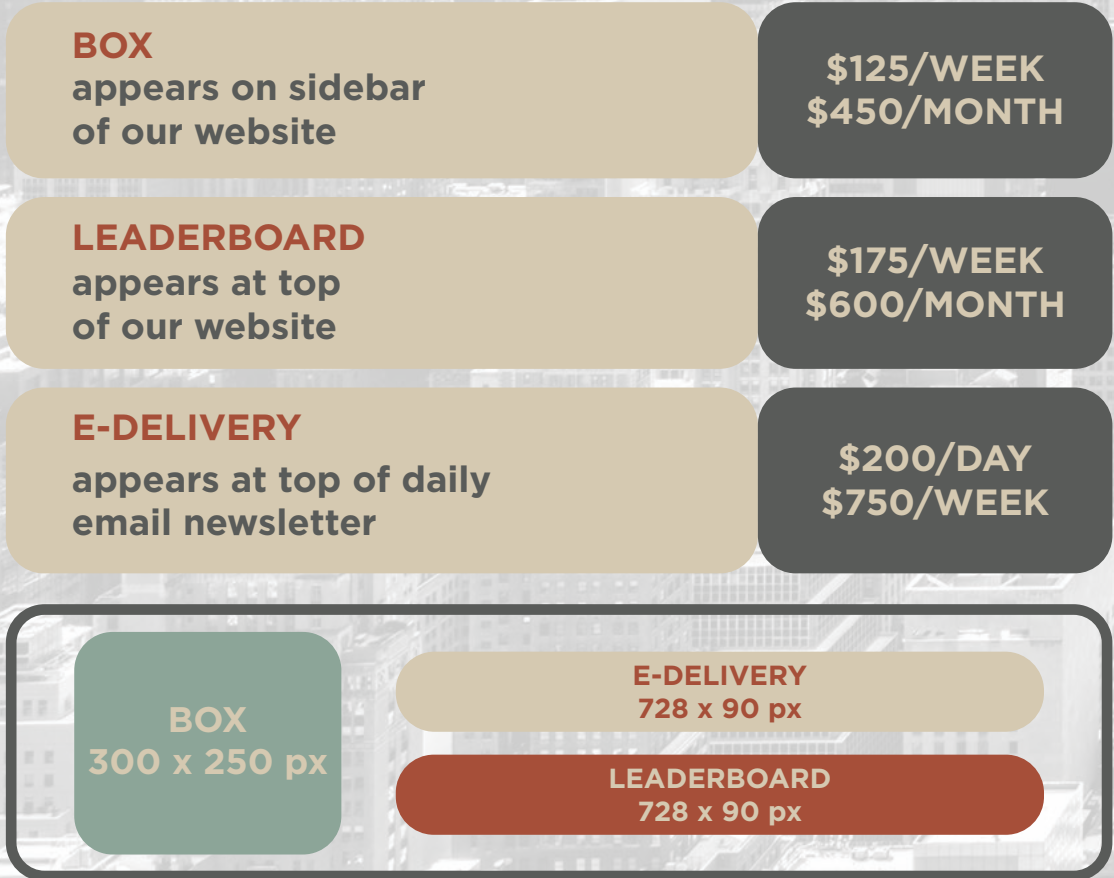
**APR 23**  
**FRINGE  
FASHION MAGAZINE**

**MAY 7**  
**WHILE YOU  
WERE HERE**

# PRINT ADS



# DIGITAL ADS





	LOCAL	NATIONAL	AGENCY
FULL PAGE	\$1,100	\$1,500	\$1,275
HALF PAGE	\$550	\$750	\$640
1/4 PAGE A	\$330	\$450	\$380
1/4 PAGE B	\$220	\$300	\$255
1/8 PAGE A	\$190	\$260	\$220
1/8 PAGE B	\$125	\$170	\$145

**GET A SPOTLIGHT ON OUR NEWSSTANDS**

\$2,000

six full color, glossy posters (17" x 21") placed at our newsstands for two consecutive weeks.

**PLACE FLIERS IN NYU BUILDINGS**

\$500+

full color fliers (8 1/2" x 11") in all 20 residence halls for \$500 for two consecutive weeks. Additional locations are available in academic/student buildings for \$10 per building, minimum of 16 selected buildings.

**FULL COLOR**

LOCAL

+\$250

NATIONAL

+\$400

AGENCY

+\$400

**ONE COLOR**

+\$150

**SPECIAL PLACEMENT**

Page 3 or Back Page

+15%

**FRONT PAGE**

Bottom of Front Page. Full Color cost included with purchase.

\$500

**INSERTS**

\$875

Free-standing inserts must be printed by the client and shipped directly to our printer. Please call for shipping information.

**VOLUME DISCOUNT**

Three or more runs using the same artwork (10% off order total). Discount taken off basic purchase and does not include fees for color, special placement, or design. Runs do not have to be consecutive.

# SPONSORED CONTENT

## HOST WRITTEN CONTENT \$250/MONTH

Host your 300-600 word article for one month on our website. Perfect for companies with existing blogs. WSN vets all incoming content and may deny content at our discretion.

## ORIGINAL WRITTEN CONTENT \$500 FLAT RATE

Sponsor an original 500-word article written by WSN, hosted for two months on our website. Includes three rounds of revision for no additional charge. Extra fee of \$75 per 100 additional words and \$25 per additional revision

## ORIGINAL VIDEO CONTENT \$600 FLAT RATE

Sponsor a video featuring your business or product. Posted on our website and YouTube.

## SOCIAL MEDIA CONTENT \$90 FLAT RATE

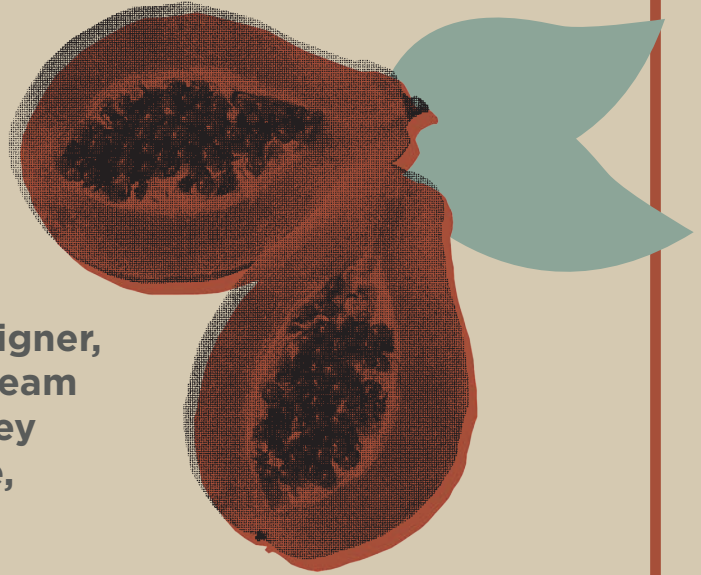
Have us write and host a post about your product or brand on our direct-to-millennial social media channels. The package includes Facebook, Twitter, and Instagram.



## AD DESIGN

**\$50 FLAT RATE**

If you don't have a graphic designer, we can assist you. Our design team works with clients to ensure they receive a high quality, effective, and creative ad.



## DESIGN GUIDELINES

If you plan to design the ad yourself, make sure 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: **GRAYSCALE** 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** or **PDF** (print), and **JPEG** or **GIF** (online). All fonts should be embedded. Artwork may be submitted by email to [sales@nyunews.com](mailto:sales@nyunews.com).



## OTHER DESIGN SERVICES

**\$50 FLAT RATE + \$25/HR**

Modern posters, logos, flyers, ads, or merch designs to promote your event or organization.

## 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 the 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 via credit card 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 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 [nanci.healy@nyu.edu](mailto:nanci.healy@nyu.edu) with any billing or invoice concerns.

## CANCELLATION

All cancellations by the advertiser must be made in writing, two 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.

## POLICIES

### Political + Advertorial

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

- Visually, the ad does not resemble WSN editorial content.
- WSN reserves the right to add text "This is paid advertising" to any ad.
- Approval of the ad is at the discretion of 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 documents:

- a letter on letterhead stating that the adoption is being handled by a state licensed adoption agency
- 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
- 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.

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





**Have any questions  
about the options you saw?**

**Inquiries about the options  
you didn't see but want?**

**Pitches for joint  
campaign efforts?**

**Assistance on a  
creative project?**

**None of the above?**

**Contact us by phone at 212.995.3791  
or via email at [sales@nyunews.com](mailto:sales@nyunews.com).  
We'll get back to you shortly and  
help you get in touch  
with the students you want.**

