

SUNY FREDONIA'S

THE LEADER

MEDIA KIT 2015-2016

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ABOUT *THE LEADER*

FOUNDED IN
1950

The Leader is one of the oldest student groups on SUNY Fredonia's campus, with our first issue dating in 1892. We work with MSS Media to allow outdoor kiosk distribution around campus.

AS OF FALL 2014:

4,941

UNDERGRADUATE
STUDENTS

273

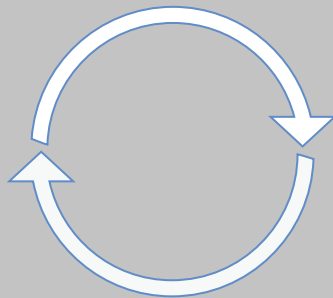
GRADUATE
STUDENTS

495

FACULTY

1010

TOTAL STAFF



2,500

PRINT CIRCULATION



2,556.5

AVERAGE ONLINE PAGE VIEWS
MONTHLY



Proud member of the Associated Collegiate Press



468

LEADER FOLLOWERS



615

LEADER FOLLOWERS

HOW DOES ADVERTISING WORK?



1. Speak with a sales rep by contacting our business department by phone or email.



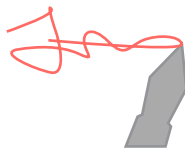
2. Decide which type of ad you would like.



3. Would you like to supply the ad or would you prefer our graphic designer to create one for you?



4. Choose between full color, two spots, one spot, or no color.



5. Print, fill out, and sign the contract appropriately.

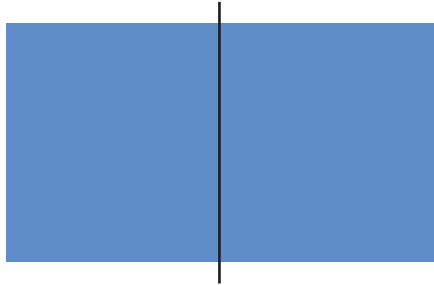


6. Either fax, scan, or hand in the signed contract to a sales representative.

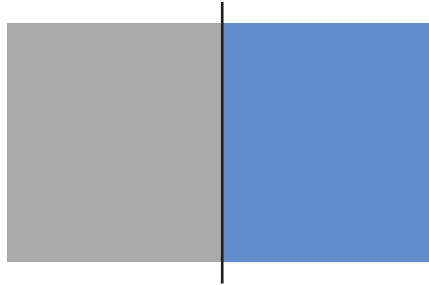
Don't have the time to make your own ads?

**HAVE OUR PRODUCTION MANAGER
DESIGN ONE FOR YOU!**

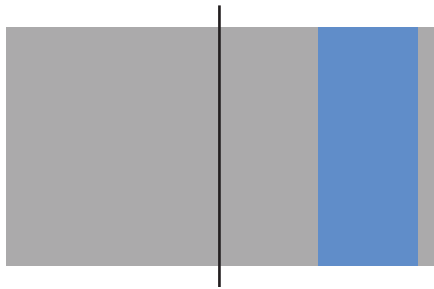
PRINT ADVERTISING | SIZES



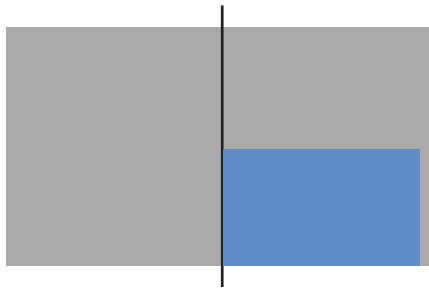
Full Page
19.51" X 10.875"



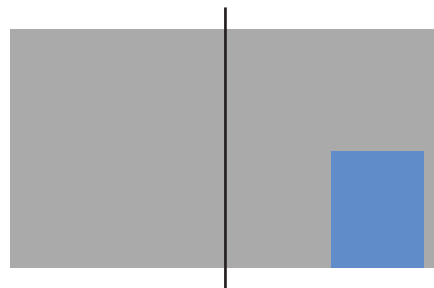
Half Page
8 x 10.875"



Quarter Page Vertical
4.35" x 10.18"



Quarter Page Horizontal
8.635" X 5.35"



Eighth Page
4.35" x 5.35"

3,000 PRINT CIRCULATION

Pages are **20" X 11"**
including printer margins

PRINT ADVERTISING | RATES

STANDARD ADVERTISEMENT COSTS SPRING 2016

NO. OF RUNS	SIZES			
	1/8 PAGE	1/4 PAGE	1/2 PAGE	CENTERFOLD
SINGLE RUN	\$49.50	\$99.00	\$198.00	\$396.00
5-9 RUNS	\$44.56	\$89.12	\$178.24	FIRST COME FIRST SERVE
10-14 RUNS	\$39.60	\$79.20	\$158.40	

PREPAID CONTRACT SPRING 2016

SIZE	NO. OF RUNS					COST PER AD (15% off)
	5	6	7	8	9	
1/8 PAGE	\$210.00	\$252.00	\$294.00	\$336.00	\$378.00	42.00
1/4 PAGE	\$420.00	\$504.00	\$588.00	\$672.00	\$756.00	84.00
1/2 PAGE	\$635.00	\$762.00	\$889.00	\$1,016.00	\$1,143.00	127.00
FULL PAGE	\$1,105.00	\$1,132.00	\$1,547.00	\$1,768.00	\$1,989.00	221.00

SIZE	NO. OF RUNS					COST PER AD (30% off)
	10	11	12	13	14	
1/8 PAGE	\$348.00	\$382.80	\$417.60	\$452.40	\$487.20	34.80
1/4 PAGE	\$696.00	\$765.60	\$835.20	\$904.80	\$974.40	69.60
1/2 PAGE	\$1,050.00	\$1,155.00	\$1,260.00	\$1,365.00	\$1,470.00	105.00
FULL PAGE	\$1,820.00	\$2,002.00	\$2,184.00	\$2,366.00	\$2,548.00	182.00

PRINT ADVERTISING | COLOR

COLOR CHARGES



ADDITIONAL
CHARGE FOR
1 COLOR + BLACK

1/8 PAGE	1/4 PAGE	1/2 PAGE	FULL PAGE
\$5.00	\$10.00	\$20.00	\$40.00



ADDITIONAL
CHARGE FOR
2 COLORS + BLACK

1/8 PAGE	1/4 PAGE	1/2 PAGE	FULL PAGE
\$10.00	\$20.00	\$40.00	\$80.00



ADDITIONAL
CHARGE FOR
FULL COLOR

1/8 PAGE	1/4 PAGE	1/2 PAGE	FULL PAGE
\$15.00	\$25.00	\$50.00	\$100.00

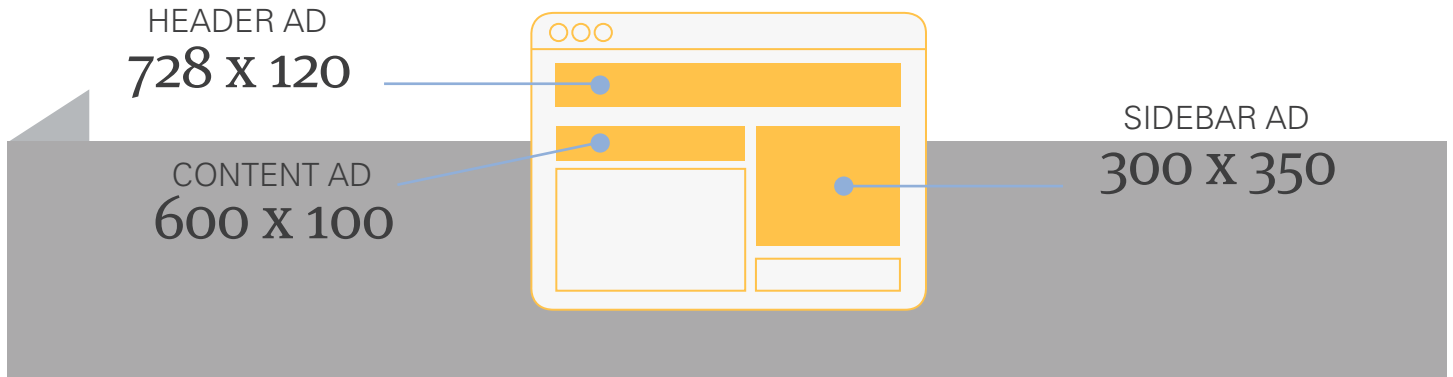
ONE SPOT: Choose one color to be placed in various spots throughout the advertisement

TWO SPOT: Choose two colors to be placed in various spots throughout the advertisement

FULL: Entire advertisement is in color



ONLINE ADVERTISING



RATES

ONLINE AD SIZE	RATES NO PRINT CONTRACT		RATES WITH PRINT CONTRACT	
	1 WEEK	1 MONTH	1 WEEK	1 MONTH
HEADER 728 x 120 px	\$60.00	\$225.00	\$30.00	\$112.50
CONTENT 600 x 100 px	\$50.00	\$180.00	\$25.00	\$90.00
SIDEBAR 300 x 350 px	\$45.00	\$165.00	\$22.50	\$82.50

BUNDLING OPTIONS

- Businesses with print advertising will receive discounted prices for web advertising. If you advertise on our website for a month, you can receive a cheaper rate.
- Please contact theladeradvertising@yahoo.com for more information on bundling print and online ads.

CLASSIFIEDS

STANDARD RATE

\$ 5.00 FOR FIRST 2 LINES

\$ 1.50 WORDS THEREAFTER

\$ 0.50 EACH **BOLD** WORD
EACH **CAPS** WORD

STUDENT RATE

with valid Fred Card

\$ 2.00 FOR FIRST 2 LINES

\$ 1.00 WORDS THEREAFTER

\$ 0.50 EACH **BOLD** WORD
EACH **CAPS** WORD

EXTRAS

\$ 2.50 BLACK BACKGROUND

\$ 3.50 COLOR BACKGROUND

\$ 3.50 IMAGE

CONTACT: TICKET OFFICE

P (716) 673-3369 F (716) 673-3390



DEADLINE

12:00pm Thursday
before publication

PUBLICATION SCHEDULE | 2015-2016

► PUBLICATION

► SPECIAL ISSUES

AUGUST

				-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-

JANUARY

				-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	28	-	-	-

SEPTEMBER

		3			
-	-	10			
-	-	17			
-	-	24			
-	-				

FEBRUARY

		4			
-	-	11			
-	-	18			
-	-	25			

OCTOBER

		1			
-	-	8			
-	-	15			
-	-	22			
-	-	29			

MARCH

		4			
-	-	11			
-	-				
-	-	25			
-	-				

NOVEMBER

					-
-	-	5			
-	-	12			
-	-	19			
-	-				

APRIL

		1			
-	-	8			
-	-	15			
-	-	22			
-	-	29			

DECEMBER

		3			
-	-	10			
-	-				
-	-				
-	-				

MAY

-	-	6			
-	-				
-	-				
-	-				

BACK TO SCHOOL SPECIAL: 50% off color charge (issue 1&2)

FALL SPECIAL: Anyone who holds a contract receives a FREE orange, red, or yellow color spot (issue 6)

HALLOWEEN SPECIAL: Free one spot color for new contracts (issue 11)

The deadline for all ads is the Thursday before publication at 4:00pm. Any cancellation must be received the Monday before publication at 11:00am. If you would like your ad placed on a specific page, or in a specific order, please specify to the sales representative. We cannot guarantee specific placement, but we will accept requests. If you would like proof of your ad prior to the ad being placed in the paper, we must be notified the Friday before the publication date.

LEGAL TERMS & CONDITIONS

AGREEMENT

This agreement is between the Student Association of the State University of New York College at Fredonia, acting as a fiduciary agent for *The Leader*, and the advertiser entering into this agreement for the period specified on the contract stating that:

1. *The Leader* will accept advertisement on behalf of the advertiser at a discounted rate, as per the signed contract, and will reproduce such advertisement over the length of this agreement. All advertisements submitted for the press run are subject to *The Leader's* policies.
2. The submission of the ad(s) must be in accordance with the deadline (see contract for schedule and press run dates). Where the advertiser fails to meet the ad deadline, *The Leader* will not run any ad unless written notification is received to run a previously submitted ad. If the advertiser does not submit an ad prior to the deadline and notification to run a previous ad was not received, no credit for any additional ads to run at a later date will be given nor will any credit be given to reduce the contracted amount.
3. The contract price will be billed to the advertiser after each press run. These amounts are due thirty (30) days after the date of the invoice and are considered delinquent thereafter. Delinquent amounts will be charged a 1 ½ percent finance fee.

*By signing any of *The Leader's* contracts, you are agreeing to the terms and conditions stated above*

PRINT AND WEB POLICIES

All regular Classifieds must be prepaid and no refunds will be authorized. Errors will be compensated if the paper is negligent and the error materially affects the content and value of the ad. Notification must be received within 3 working days of publication to warrant consideration. Compensation will be given in the form of additional advertising space and will not exceed the cost of two insertions. *The Leader* reserves the right to refuse any Classified advertisement.

CLASSIFIEDS POLICIES

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If you have a problem with your ads, contact: theleaderbusiness@yahoo.com

OUR STAFF

BUSINESS MANAGER

KEVIN GLEASON

SALES MANAGER

JONATHAN SLOAN

SALES REPRESENTATIVES

ANNA DIPAULO, REBECCA FARMER,
MATTHEW DONNELLY, REY DURANTE

GRAPHICS EDITOR

ALEXANDER GLAZIER

GRAPHICS ASSISTANT

REBECCA MASIKER