



# THE TARTAN

*Carnegie Mellon's Student Newspaper Since 1906*

*Vol. 103*

*[www.thetartan.org](http://www.thetartan.org)*



## Media Kit 2008-2009

**YOUR GATEWAY TO OUR COMMUNITY**

**Discounted for Local Advertisers**

# The University Snapshot

Every year, Carnegie Mellon students spend over \$24.4 million on everything from food and drinks to electronics and entertainment. Let The Tartan help direct more of that money into your business.

At over 100 years old, The Tartan is among the top eight weekly broadsheet newspapers at any four-year college in the nation.

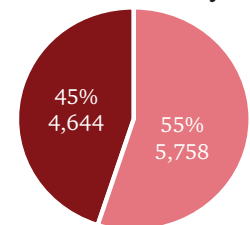
The Tartan is Carnegie Mellon's only student-run print news source, and it's in the hands of thousands every week. Students, faculty, staff, parents, alumni, and residents of the greater Oakland, Squirrel Hill, and Shadyside areas are all among our readership.

With our continued commitment to focused news coverage, cutting-edge science and technology stories, informed editorials, and late-breaking Tartan sports, The Tartan provides your link to the Carnegie Mellon community like none other.

- 10,402 undergraduate and graduate students.
- 1,426 faculty and staff.
- In the 2007-2008 school year, 61% of students were male and 39% were female
- In our Fall 2005 market research study, students reported spending an average of \$2,510 annually on food, drinks, clothing, and entertainment. That's over \$24.4 million every year.
- 19% of students are members of Greek organizations.
- 225 student organizations are active on campus.

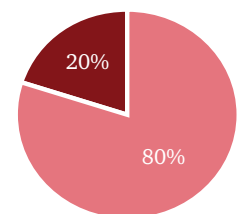


## Student Body



- Graduate & PhD
- Undergraduate

## Undergraduates



- Off Campus
- On Campus



# Connecting

## With Our Community

### The Tartan Print Edition

Recently the Tartan won two prestigious national awards for general excellence from the Associated Collegiate Press.

With 6,000 copies per week at 54 distribution points, The Tartan reaches a diverse audience from the Carnegie Mellon campus to its surrounding community.

The editors aim for a 60:40 content-to-advertisement ratio to give you maximum exposure.



### The Tartan Online

The online edition, [www.thetartan.org](http://www.thetartan.org), attracts 6,000 unique visitors and 14,000 page views per week, on average. The Tartan Online reaches students, faculty, parents, and alumni around the world.

The website delivers online-only news, extra photos, and other unique features that make The Tartan Online an essential part to any comprehensive marketing strategy.



### The Tartan's ScheduleMan.org

ScheduleMan.org lets students read course descriptions and faculty course evaluations, search classes, and build a personalized schedule. This service draws a significant percentage of the student body.

Email [advertising@thetartan.org](mailto:advertising@thetartan.org) if you would like to learn more about becoming a sponsor of ScheduleMan.



# The Tartan Print Edition



The Tartan publishes every week on **Monday**, except after University holidays. (See page 8 for a full calendar.)

The **Pillbox** section, a tabloid, is the arts, entertainment, and comics section. It comes tucked inside each issue of The Tartan. Even modest ads look big in Pillbox.



### Recent Awards

Associated Collegiate Press Newspaper Pace-maker Finalist Award (2007-2008)

Associated Collegiate Press Online Pacemaker award (2007)



The Tartan has achieved a four-out-of-five-star rating for reliability and advertising desirability by 360 Youth, a leading media and marketing company focused on college newspapers nationwide.



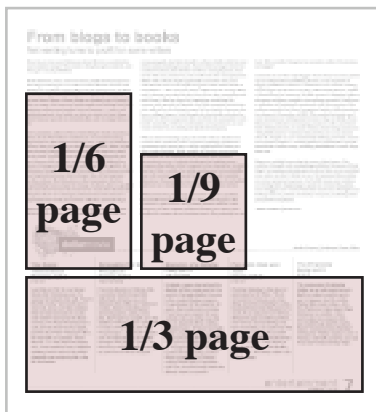
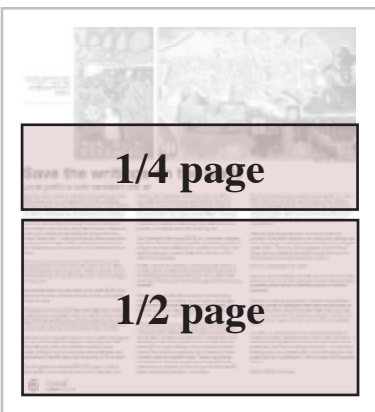
# The Specs All Shapes and Sizes

Choose one of the illustrated sizes, or create your own dimensions using The Tartan Broadsheet and Pillbox Column-Inch Ruler. (Pillbox ruler found on page 6.)



••••• **Broadsheet Column Dimensions:**

columns	width
1	1.83"
2	3.80"
3	5.75"
4	7.70"
5	9.67"
6	11.63"



••••• **Pillbox Column Dimensions:**

columns	width
1	3.33"
2	6.92"
3	10.50"



Ad sizes shown are the most frequently requested.



3 columns

9"

8"

7"

6"

5"

4"

3"

2"

1"

The Tartan Pillbox Column-Inch Ruler

1 column



# Ad Rates

## Invest in Your Business



Open Rate: \$8.40 per column-inch

### Tartan Broadsheet

ad size	dimensions	cost
1/12 page	3 cols × 3.5"	\$91
1/6 page	3 cols × 7"	\$177
1/4 page	3 cols × 10.25"	\$259
1/3 page	6 cols × 7"	\$353
1/2 page	6 cols × 10.25"	\$517
2/3 page	6 cols × 13.5"	\$681
full page	6 cols × 21"	\$1,059
center spread	12 cols × 21"	\$2,625*

\*Includes 24% placement reservation fee.

### Tartan Pillbox

ad size	dimensions	cost
1/9 page	1 Pillbox-col × 3.43"	\$49
1/6 page	1 Pillbox-col × 5.25"	\$73
1/4 page	3 Pillbox-cols × 2.5"	\$105
1/3 page	3 Pillbox-cols × 3.43"	\$144
1/2 page	3 Pillbox-cols × 5.25"	\$221
2/3 page	3 Pillbox-cols × 7.07"	\$298
full page	3 Pillbox-cols × 11.625"	\$489

### Contract Pricing

You can save up to 30% on your 2007-2008 advertising campaign by ordering up front. When your total purchase on multiple advertisements reaches one of the commitment levels to the right, your total cost is discounted by the corresponding percentage. For more information, see [www.thetartan.org/advertising](http://www.thetartan.org/advertising).

commitment	discount	you save
\$400	13%	\$52
\$600	15%	\$90
\$1,000	18%	\$180
\$2,000	21%	\$420
\$4,000	25%	\$1,000
\$6,000	30%	\$1,800

Example: \$2,000 campaign is discounted by 21% to \$1,580, saving you \$420.

**Classified Ads** can be purchased online at [www.thetartan.org/advertising](http://www.thetartan.org/advertising).

The prices are as follows:

- up to 150 characters: \$20
- 151 - 300 characters: \$24
- 301 - 450 characters: \$30
- **Bold Text:** add \$10 per ad

**Free-Standing Inserts** may be placed in The Tartan.

The prices below reflect cost per thousand.

- \$100 (1-4 Pages)
- \$150 (5-8 Pages)
- \$175 (9+ Pages)

Inserts should be shipped to The Tartan at:

The Tartan  
c/o Tribune-Review  
535 Keystone Drive  
Warrendale, PA 15086

**Color** is available at the following rates:

- **Spot color:** 20% of ad cost
- **Process color:** 35% of ad cost

Please provide PANTONE matching information

# How to Order



advertising@thetartan.org  
www.thetartan.org/advertising



Tel: (412) 268-2111  
Fax: (412) 268-1596



SMC 1017  
Pittsburgh, PA 15289

## Reservation:

First, reserve your space online at [www.thetartan.org/advertising](http://www.thetartan.org/advertising). Display advertisements must be reserved by **5 pm on the Tuesday** before the ad's publication date. We can't guarantee placement after this point in the publication week.

## Artwork:

Ad copy, art, and other material for your ad must be submitted by **5 pm on the Thursday** before the ad's publication date. Please submit all artwork to [advertising@thetartan.org](mailto:advertising@thetartan.org). We must charge a 10% late fee for any ad material received after this point. Please use the following format in your email subject to guarantee that your ad is received.

[Publication Date] [Organization Name]

Ads should be submitted in **Adobe PDF or Postscript (EPS)** format with all fonts embedded and raster content at 200+ dpi. If your ad doesn't follow these guidelines, The Tartan can't be held responsible for problems that result. Other formats, including hard copy, may be accepted by special request.

Please be sure to carefully read the full advertising policy online: <http://www.thetartan.org/advertising/policy>

## Payment:

Payment can be made by **cash and check**. For display advertising, tearsheets and invoices are sent after each issue. All rates are net to The Tartan. The Tartan is not commissionable and is not subject to agency rates.

Any questions related to payment or invoicing should be directed to the business department at [business@thetartan.org](mailto:business@thetartan.org).

## Cancellation:

Ads canceled after the reservation deadline (Tuesday before the ad's run date) must be charged in full.

## Changes:

Compensation for errors will be at the discretion of The Tartan and will be in the form of additional advertising space only; we do not make cash refunds.



# Scheduling Your Advertisements

## Fall 2008 Special Issues

Welcome Back Special August 25, 2008

Technical and Business Opportunities job fairs guide\* September 15, 2008

Homecoming October 13, 2008

## Spring 2009 Special Issues

Employment Opportunities Conference\* February 2, 2009

Housing guide February 9, 2009

Spring Carnival Review\*\* April 20, 2009

Commencement\*\*\* May 17, 2009

## Important Dates at CMU

Fall Classes Begin August 25, 2008

Homecoming October 25-28, 2008

Mid-semester break October 17-20, 2008

Thanksgiving break November 26-30, 2008

Last day of fall classes December 5, 2008

Final exams December 8-16, 2008

Spring classes begin January 12, 2009

Housing reservation deadline TBA

Spring break March 7-15, 2009

Spring Carnival April 16-19, 2009

Last day of classes May 1, 2009

Commencement May 17, 2009

\*Special rates apply \*\*Increased circulation \*\*\*Reduced circulation

advertising@thetartan.org  
www.thetartan.org/advertising

The Tartan  
Box 1017  
5032 Forbes Ave.  
Pittsburgh, PA 15289  
Tel: (412) 268-2111 ext. 2  
Fax: (412) 268-1596

The Tartan does not publish during University holidays or other breaks. The prices listed herein apply to advertisers not local to Pittsburgh, PA

The Tartan reserves the right to reject any advertisement. The information contained herein is subject to change without notice.  
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August 2008						
Su	M	Tu	W	Th	F	Sa
					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						

September 2008						
Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October 2008						
Su	M	Tu	W	Th	F	Sa
			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	

November 2008						
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						1
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December 2008						
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21	22	23	24	25	26	27
28	29	30	31			

January 2009						
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February 2009						
Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28

March 2009						
Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April 2009						
Su	M	Tu	W	Th	F	Sa
			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 2009						
Su	M	Tu	W	Th	F	Sa
					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						

Standard issue

Special issue