



# THE TARTAN

Media Kit | 2015 - 2016

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# WHO WE ARE

The Tartan has been Carnegie Mellon University's student-run newspaper since 1906. Not only is The Tartan one of Carnegie Mellon's largest student organizations, it is also a preeminent news source on campus. We provide weekly news and event coverage to the university and its surrounding communities.

Every year, Carnegie Mellon students spend over \$24.4 million on everything from food and drinks to electronics and entertainment. With advertising, The Tartan helps direct more of that money to your business. With our continued commitment to focused news coverage, cutting-edge science and technology stories, informed editorials, and diverse sports coverage, The Tartan provides you a link to the Carnegie Mellon community like none other.

## RECENT AWARDS

- 4 / 5 Star Rating for reliability and advertising desirability by 360 Youth - a leading media and marketing company focused on college newspapers nationwide.
- Associated Collegiate Press Story of the Year, Fourth Place (2012)
- Associated Collegiate Press Newspaper Pacemaker Finalist Award (2007–08)
- Associated Collegiate Press Online Pacemaker Award (2007)

# OUR AUDIENCE

Carnegie Mellon University is a private university founded in 1900 by Andrew Carnegie. The university has served as a hub of innovation throughout its history and is currently a global leader in computer science, engineering, and more. Carnegie Mellon's award-winning faculty members work closely with students to tackle a variety of scientific, technological, and societal challenges. With top-ranked business, art, engineering, and computer science schools, the Carnegie Mellon student body is comprised of a population with an unparalleled diversity of passions.

13,200 + STUDENTS

50 + DISTRIBUTION LOCATIONS

5000 + FACULTY & STAFF

6,000 + COPIES WEEKLY

100,000 + ALUMNI

6,000 + ONLINE VIEWERS

9,000 + PAGE VIEWS WEEKLY

# PRINT ADVERTISING

With 6,000 copies per week at 54 distribution points, The Tartan reaches a diverse audience of approximately 13,200 students as well as faculty, staff, administration, and off-campus residents, including those who live in the greater Oakland, Squirrel Hill, and Shadyside areas. We aim for a 60:40 content to advertisement ratio to give you maximum exposure.

## BROADSHEET

The Broadsheet section features the latest on-campus and local news, science and technology, sports, and opinions.

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AD SIZE	DIMENSIONS	B&W	COLOR
1/6	5.146" X 6.611"	\$195	\$260
1/4	5.146" X 10.083"	\$280	\$380
1/3	10.625" X 6.611"	\$400	\$540
1/2	10.625" X 10.083"	\$595	\$775
2/3	10.625" X 13.556"	\$755	\$1020
Full	10.625" X 20.5"	\$945	\$1275

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# PILLBOX

Pillbox is the arts, entertainment, and comics section.

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AD SIZE	DIMENSIONS	B&W	COLOR
1/9	3.056" X 3.375"	\$55	\$75
1/6	3.056" X 5.186"	\$85	\$115
1/4	9.667" X 2.594"	\$135	\$185
1/3	9.667" X 3.375"	\$175	\$235
1/3	3.056" X 10.625"	\$175	\$235
1/2	9.667" X 13.556"	\$260	\$355
Full	9.667" X 10.625"	\$430	\$580

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## CLASSIFIED ADS

Classified ads can be purchased online\* at [www.thetartan.org/advertising](http://www.thetartan.org/advertising). They are placed in the Pillbox section. The pricing is as follows:

- 0–150 characters: \$7.50
- 151–300 characters: \$15
- 301–400 characters: \$20
- Bold text: add \$10 per ad

\* Classified ad payment is required up-front

## INSERTS

Free-standing inserts may be placed in The Tartan. The prices below reflect cost per thousand inserts\*\*:

- 1–4 pages: \$100
- 5–8 pages: \$150
- 9–12 pages: \$225

\*\* Inserts must be purchased for 6,000 copies

# ONLINE ADVERTISING

While it provides the full weekly content of the newspaper, The Tartan Online also provides several other compelling features, such as breaking news coverage from around campus and the local Pittsburgh area, editorial articles, recipes, and more from the paper's finest writers, making it an essential part of any comprehensive marketing strategy.

## Placement

Ads can be placed on the front page, the first page seen by visitors to [thetartan.org](http://thetartan.org), our section pages, including News, SciTech, Forum, Sports, or Pillbox, or on individual articles pages. Advertisements will be shown on a rotating basis per view. The rates guarantee that your ad will show up at least 1/4 of the time. For more exclusivity, please contact us at [advertising@thetartan.org](mailto:advertising@thetartan.org).

## Sizing

The Tartan offers one size of online ad, the medium rectangle. The medium rectangle is 300 pixels wide by 250 pixels in height.

## Placing Orders

When placing an order for an online ad, be sure to specify which page type you'd prefer the ad be placed on and how many weeks you'd like to run the ad. Ad material can be submitted in .gif, .jpg, .png, text, and .swf (flash) formats.

LOCATION	COST
Article Page	\$61
Section Page	\$80
Front Page	\$113

# PACKAGE PRICING

When you choose an advertising package that reaches one of the commitment levels listed below, your package cost will be discounted by the corresponding amount:

COMMITMENT LEVEL	DISCOUNT	SAVINGS
\$1000*	5%	\$50
\$3000	10%	\$300
\$6000	15%	\$900

If you are running the same ad for multiple weeks and the net price of your order reaches one of our commitment levels, you will be eligible for the page discount.

As long as your package total reaches the commitment level, it doesn't matter what mix of color, design, or publication choices you make. The extra charge of our design services will also count towards the commitment level. And you can mix broadsheet, Pillbox, and online ads to reach the largest possible audience.

\*Excludes orders of single ads where the regular price exceeds the commitment value. Discount still applies for purchases of multiple large ads or large ads ordered in a bundle.

# SPECIAL OFFERS

## NONPROFIT

We offer a 10% discount to all nonprofit organizations. Verification of nonprofit status may be required in order for the discount to be applied.

## STUDENTS

Advertise for your student organization efficiently and effectively by reaching out to thousands of students, faculty, and employees via The Tartan. Student organizations may be eligible to receive a 10% discount off listed advertising rates.

If you qualify for multiple discounts, the discount rates will be compounded.

# ORDERING

## RESERVATION

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First, reserve your space online. You should receive a confirmation email from our staff after we receive and approve your order. Display advertisements must be reserved by **5 p.m. Tuesday** before the ad's publication date. Due to tight publication deadlines, we cannot guarantee placement after this point in the publication week.

## ARTWORK

2

Ad copy, art, & other material for your ad must be submitted to **advertising@thetartan.org** by **5 p.m. Wednesday** preceding the ad's publication date. We will impose 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]

Ad artworks should be submitted in Adobe PDF format with all fonts embedded and raster content at 200+ dpi. In addition, please ensure that the dimensions of your artwork match that of your reserved ad space. Failure to adhere to these guidelines may result in quality issues in the final printed ad. Full ad-design services are available upon request.

# 3

## PAYMENT

Payment can be made by cash, check, Oracle string (for CMU-associated organizations), or through our online storefront. For display advertising, we will mail tearsheets and invoices after each issue in which an ad has been reserved. All rates are net to The Tartan. The Tartan is not commissionable and is not subject to agency rates. For display and classified ads set to appear multiple times, invoicing occurs at the end of the ad's run or at the end of each month while the ad runs. Payment must be received **within 30 days** of invoice date; a penalty of 5% per month delinquent (up to six months) will be charged for late payments.

# 4

## CANCELLATION

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

# 5

## 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.

# DESIGN SERVICES

All artwork advertisements placed through us undergo a thorough review and formatting process in order to ensure they are suitable to print. However, more comprehensive design work is occasionally necessary. The Tartan is proud to offer two types of artwork design services: partial redesign and full design.

## PARTIAL AD REDESIGN 5% FEE

Assistance with minor changes such as resizing, reformatting, moving elements around, or changing text.

## FULL AD DESIGN 20% FEE

Assistance to turn ideas into a graphic suitable for your advertisement. We will work closely with you to ensure your needs are met.