



THE TARTAN

Media Kit | advertising@thetartan.org

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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 Best in Show, Seventh Place (2016)
- Associated Collegiate Press Story of the Year, Fourth Place (2012)

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

5,000 + 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. To place an advertisement on the back page, there is a 10 percent fee.

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

PRINT ADVERTISING

Pillbox

Pillbox is the arts, entertainment, and comics section. Pillbox is printed in all color.

Ad Size	Dimensions	Cost
1/9	3.056" X 3.375"	\$75
1/6	3.056" X 5.186"	\$115
1/4	9.667" X 2.594"	\$185
1/3	<i>wide</i> 9.667" X 3.375" <i>tall</i> 3.056" X 10.625"	\$235
1/2	9.667" X 13.556"	\$355
Full	9.667" X 10.625"	\$580

Classified ads

Classified ads can be purchased online* at 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: +\$10

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

* Classified ad payment is required up-front
** 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, 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.

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. Prices are per week.

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

MULTIMEDIA PACKAGES

Package Pricing

Each package includes a color advertisement in the size of your choice in print plus an advertisement on the front page of The Tartan Online, both last the same duration. Packages and pricing are weekly.

	2x	4x	6x	8x
Broadsheet 1/4	\$460	\$440	\$420	\$400
Broadsheet 1/2	\$840	\$800	\$760	\$720
Broadsheet Full	\$1,300	\$1,250	\$1,200	\$1,150
Pillbox 1/6	\$210	\$200	\$190	\$180
Pillbox 1/3	\$325	\$310	\$295	\$280
Pillbox Full	\$650	\$625	\$600	\$575

SPECIAL OFFERS

Non-profit

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

On-Campus Groups

Advertise for your department student organization efficiently and effectively, with 15 percent off, by reaching out to thousands of students, faculty, and employees via The Tartan. All entities that will pay with an Oracle string qualify for this offer.



ORDERING

I. Reservation

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. the Wednesday ahead of the publication date. Due to deadlines, we cannot guarantee placement after this point in the publication schedule.

II. Artwork

All artwork must be emailed to advertising@thetartan.org by 5 p.m. the Thursday ahead of the publication date. We will impose a 10 percent fee for failure to meet this deadline. Please use this format in your email subject to guarantee that your content is received: [Publication Date] [Organization Name]

Artwork 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 advertisement.

III. 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 advertisement has been reserved. All rates are net to The Tartan, which is not commissionable or subject to agency rates.

For display and classified ads set to appear multiple times, you will receive an invoice at the end of the advertisement's run or at the end of each month during the run. Payment must be received within 30 days of invoice date. We charge a penalty of 5 percent per month delinquent (up to six months) for late payments.

Notes: Advertisements cancelled after the reservation date will be charged in full. Compensation for errors will be made at the discretion of The Tartan, and in the form of a discount. 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 Redesign — 5 percent fee

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

Full Redesign — 20 percent fee

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