

Media Kit

THE NEW PALTZ ORACLE

Advertising Rates

	Campus		Local		National	
	B&W	Color*	B&W	Color*	B&W	Color*
Full page (10.25" x 10.5")	\$250	\$300	\$400	\$450	\$550	\$600
1/2 page (10.25" x 5.25")	\$150	\$200	\$200	\$250	\$350	\$400
1/4 page (5.125" x 5.25")	\$100	\$150	\$100	\$150	\$250	\$300
1/8 page (5.125" x 2.75")	\$50	\$80	\$50	\$100	\$150	\$200

* Color advertisements are placed on the back page of the newspaper only. All others are printed in B&W, unless planned otherwise at the discretion of the Business Manager. Since this space is limited, please specify if you would like to place an ad in color at your earliest convenience. We can work out another placement or alternate run date for your ad if this page has already been filled.

Fall 2016 Print Schedule

Preview: N/A

Issue 12: Feb. 2

Issue 13: Feb. 9

Issue 14: Feb. 23

Issue 15: March 2

Issue 16: March 9

Issue 17: March 30

Issue 18: April 6

Issue 19: April 20

Issue 20: April 27

Issue 21: May 4

Issue 22: May 11

Distribution

With a circulation of 2,500, The Oracle is delivered on Thursdays to over 20 on-campus locations and among various businesses on Main Street in New Paltz. As the official campus newspaper of the State University of New York at New Paltz, it is read by students, college staff members as well as members of the Village of New Paltz community and beyond.

Accepted File Formats

All advertisements must be sent in PDF or similar file format with no lower than 200 dpi. The Oracle is not responsible for corrupted files or blurred images. Advertisers will not be reimbursed for such files or images except at the discretion of the Business Manager. The Oracle is also not responsible for incorrect sizes of images, but will work with the advertiser, as per request, to modify and adjust the image.

Payment

Files must be emailed and paid in full by the Friday before the issue is released (six days prior) to ensure publication. Advertisements will not be placed without payment – please contact the Business Manager as soon as possible if you are interested in placing an ad to give enough time for funds to process. Advertisers must specify the size of the ad, number of times they would like to run the ad, a billing address and phone number, and requested number of tear-sheets. The Oracle only accepts checks in form of payment and does not offer online advertising. Please address checks to Student Association and mail to : Student Association - Care of The New Paltz Oracle 1 Hawk Drive New Paltz, NY 12561

Discounts

Placing a series of ads is a great way to market your business or organization. The Oracle offers a 10 percent discount for any client wishing to place five (5) or more ads per semester. Advertisers paying in full up-front on these ads will also receive an additional 5 percent discount off.