THE NEW PALTZ ORACLE

SPRING 2020 MEDIA KIT

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.

The Teller, a magazine by The Oracle, is published monthly online and is gaining a strong following of both SUNY New Paltz students/faculty and community members.

PRINT SCHEDULE

Issue 12 - January 30
Issue 13 - February 6
Issue 14 - February 13
Issue 15 - February 27
Issue 16 - March 5
Issue 17 - March 12
Issue 18 - March 26
Issue 19 - April 2
Issue 20 - April 16
Issue 21 - April 23
Issue 22 - May 7

ADVERTISING RATES

Full Page (10.25" x 10.5")

Campus
B&W - $250 / Color* - $300

Local
B&W - $400 / Color* - $450

National
B&W - $550 / Color* - $600

1/2 Page (10.25" x 5.25")

Campus
B&W - $150 / Color* - $200

Local
B&W - $200 / Color* - $250

National
B&W - $350 / Color* - $400

1/4 Page (5.125" x 5.25")

Campus
B&W - $100 / Color* - $150

Local
B&W - $150 / Color* - $175

National
B&W - $250 / Color* - $300

1/8 Page (5.125" x 2.75")

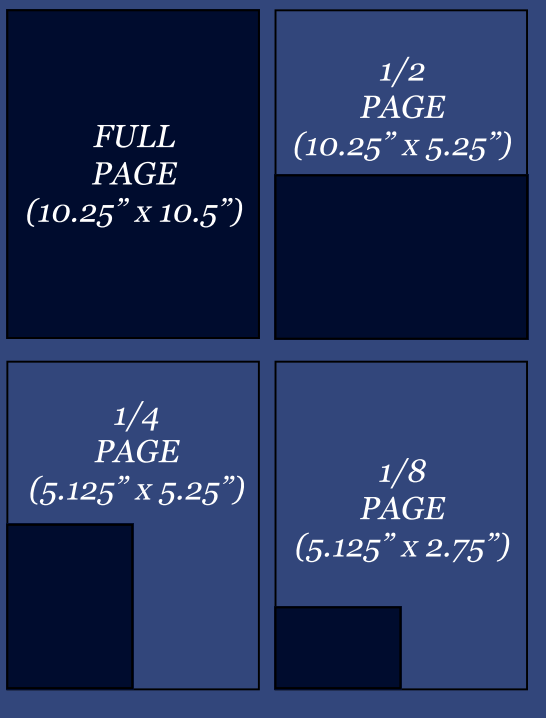
Campus
B&W - $50 / Color* - $80

Local
B&W - $75 / Color* - $100

National
B&W - $150 / Color* - $200

** All color advertisements (besides 1/8 page) are placed on the back page of the newspaper only. 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.*

SAMPLE AD SIZES



To advertise, visit
oracle.newpaltz.edu/advertising

The New Paltz Oracle — 1 Hawk Dr, New Paltz NY 12561