

# the northerner

the independent student newspaper of northern kentucky university

You can reach one of our account executives at 859-572-5232 or at [northerneradvertising@gmail.com](mailto:northerneradvertising@gmail.com).

## Who we are:

*The Northerner* is an independent student-run media outlet innovatively providing relevant and credible content to facilitate informed discussion within the Northern Kentucky University community. While upholding the ethical standards of traditional journalism, we are constantly evolving into the digital age.

*The Northerner* is a print newspaper published and distributed on Wednesday while classes are in session, 28 times a year. Thenortherner.com is a student-produced news website that publishes new content daily. The Northerner, thenortherner.com and its staff are members in good standing of the Kentucky Press Association and the College Media Association.

Ad size options:	Campus:	Open:
Full Page (10.5x13.5):	\$760	\$850
½ Page (10.5x6.75):	\$400	\$450
¼ Page (5.5x6.57):	\$215	\$250
Front Page (10.5x2.4):	\$220	\$260
⅓ Page (5x3.38):	\$110	\$130
Small (2.5x3.38):	\$80	\$105
Inserts:	\$50 per 1,000*	\$65 per 1,000*

Additional charges may be applied for delivery to printer.

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Costs to add color to an ad will be as follows:

Small: \$10	⅛: \$15
¼: \$25	½: \$50
Full: \$100	Front: \$25

## A digital form of your ad is due by 5 p.m. the Thursday before publication.

Acceptable files for advertising include: PDF, TIFF, JPEG, Photoshop (.pdf), Illustrator (.ai), InDesign (.indd).

## Online

All online ads must be submitted in .jpg or flash format. Ads must be formatted to correct size and be 72 dpi.

Box (300 px x 300px): \$325 per month

Banner (160px x 600px): \$375 per month

Top Center (615px x 200px): \$425 per month

Header (728px x 90px): \$525 per month

Footer (728px x 90px): \$475 per month

## Publication Dates:

Jan. 10

Jan. 17

Jan. 24

Jan. 31

Feb. 7

Feb. 14

Feb. 21

Feb. 28

Mar. 21

Mar. 28

Apr. 4

Apr. 11

Apr. 18

Apr. 25

## General Policies

Advertising copy is subject to the approval of The Northerner staff. The student editor may refuse any advertisement.

All ads require a signed Insertion Agreement. Verbal agreements, promises or waivers of any nature not contained on the signed Insertion Agreement shall not be binding.

The Northerner shall not be responsible for incorrect copy submitted or approved after the deadline.

Position/Page requests will be honored when possible, but not guaranteed.

Advertisements having the appearance of news articles must have the words "paid advertisement" printed above them.

## Payment Policies

Invoices will be sent out the day after the ad appears online or in our print edition. Campus Ads will be due within two weeks of publication and Open Ads will be due within 30 days of publication.

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## Insertion Agreement

Direct all advertising inquiries to  
The Northerner  
Business Team  
1 Louie B. Nunn Drive  
Griffin Hall 125  
Highland Heights, Ky  
41099

### Advertiser Information

Company Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Email: \_\_\_\_\_  
Client Type: Campus  Open

Submit ads electronically to:  
northerneradvertising@gmail.com.

Contact us by phone at  
859-572-5232.

### Dates to run:

- Jan. 10
- Jan. 17
- Jan. 24
- Jan. 31
- Feb. 7
- Feb. 14
- Feb. 21
- Feb. 28
- Mar. 21
- Mar. 28
- Apr. 4
- Apr. 11
- Apr. 18
- Apr. 25

### Ad Type

- Print**
  - Full Page (10.5x13.5)
  - 1/2 Page (10.5x6.75)
  - 1/4 Page (5.5x6.57)
  - Front Page (10.5x2.4)
  - 1/8 Page (5x3.38)
  - Small (2.5x3.38)
  - Inserts
- Online**
  - Header (728px x 98px)
  - Footer (728px x 98px)
  - Center (615px x 200px)
  - Box (300 px x 300px)
  - Banner (160px x 600px)
- Color?**
  - Yes
  - No

### Fees, Discounts or Special Instructions

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### Terms of Agreement

#### Deadlines

Finalized ads must be submitted three business days prior to publication date. For ads that require design assistance, proposals must be submitted two weeks prior to publication. Any cancellations should be made as soon as possible and be submitted by email to northerneradvertising@gmail.com or by calling 859-572-5232. If an ad is cancelled within three days prior to publication, then the client is responsible for paying a 25 percent kill fee, and will be responsible for any design fees.

All online and print ads must be submitted electronically to northerneradvertising@gmail.com.

#### Payment

Invoices will be sent out the day after the ad appears online or in our print edition. Campus Ads will be due within two weeks of publication and Open Ads will be due within 30 days of publication. Payments can be made in cash or check made out to The Northerner.

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Signature Date Account Executive (Please Print)