

the northerner

the independent student newspaper of northern kentucky university

You can reach one of our account executives at 859-572-6677 or at 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 an online and print publication distributed through a weekly newsletter and a monthly print edition. 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.

Print Ad Size Options:

	Campus	Open
Full Page (10.5x13.5):	\$560	\$640
½ Page (10.5x6.75):	\$300	\$350
¼ Page (5.5x6.57):	\$165	\$190
Front Page (10.5x2.4)	\$175	\$200
⅓ Page (5x3.38):	\$105	\$120
Small (2.5x3.38)	\$105	\$120
Inserts	\$100 per 1,000	\$125 per 1,000

Costs to add

color to an ad

will be as follows:

Small: \$10	⅓: \$15
¼: \$25	½: 50
Full: \$100	Front: \$25

Newsletter Ad Size Options

	Campus	Open
Top Banner (615px x 200px)	\$100	\$110
Medium Rectangle (300x250):	\$80	\$90
Bottom Banner (615px x 200px):	\$70	\$80

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.

Box (300 px x 300px): \$325 per month
Side Rail (160px x 600px): \$350 per month
Banner (615px x 200px): \$350 per month
Top Center (100px x 615px): \$300 per month

Social Media

Ads can be purchased and posted on Facebook, Twitter, and Instagram @northernerhub. The post will be reposted by @northernermedia and engaged by our Editors (reposting, liking, commenting).

Social Media ads: \$10 per ad/post

Across all 3 Social Platforms: \$30 (\$10 per platform)

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.

Newsletter Dates

Jan. 17
Jan. 24
Jan. 31
Feb. 7
Feb. 14
Feb. 21
Feb. 28
Mar. 7
Mar. 14
Mar. 21
Mar. 28
Apr. 4
Apr. 11
Apr. 18
Apr. 25
May 2

Print Dates

Print dates for the spring semester are TBD at this time. Please check back soon!

Payment Policies

Invoices will be sent out the day after the ad appears online 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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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:
859-572-6677

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May 2

Ad Type

Print
 Full Page (10.5x13.5)
 ½ Page (10.5x6.75)
 ¼ Page (5.5x6.57)
 Front Page (10.5x2.4)
 ⅛ Page (5x3.8)
 Small (2.5x3.38)

Online

Top Center (615px x 200 px)
 Box (300 px x 300 px)
 Banner (160 px x 600px)
 Side Rail (160 px x 600px)

Color

Yes
 No

Newsletter

Top Banner (615px x 200px)
 Medium Rectangle (300px x 250px)
 Bottom Banner (615px x 200px)

Newsletter

Print Dates

TBD

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

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Fees, Discounts or Special Instructions

X _____
Signature Date Account Executive (Print)