

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 magazine published and distributed on Wednesday while classes are in session, 6 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.

Print

Ad size options	Campus	Open
Full Page (11 x 8.5)	\$560	\$640
1/2 Page (5.5 x 8.5)	\$300	\$350
1/4 Page (5.5 x 4.25)	\$165	\$190
Front Page (2.75 x 8.5)	\$175	\$200
1/8 Page (2.75 x 4.25)	\$105	\$120
Inserts	\$100 per 1,000*	\$125 per 1,000*

A digital form of your ad is due 5 p.m. the Sunday before publication.

Acceptable files for advertising include: PDF, TIFF, JPG, PNG, Photoshop (.psd), Illustrator (.ai), InDesign (.indd).

*Additional charges may be applied for delivery to printer.

Online

All online ads must be submitted in JPG, PNG or flash formats. Ads must be formatted to correct size.

Newsletter	Campus	Open	Website	Rates
Top Banner (200 pi x 615 pi)	\$100	\$110	Box (300 pi x 300 pi)	\$300/month
Medium Rectangle (250 pi x 300 pi)	\$80	\$90	Side Rail (600 pi x 160 pi)	\$300/month
Bottom Banner (200 pi x 615 pi)	\$70	\$80	Top Center (100 pi x 615 pi)	\$325/month
			Banner (200 pi x 615 pi)	\$350/month

Social Media

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

Social media ads: \$10 per ad/post

Across all 3 social platforms: \$30 (\$10 per platform)

Publication Dates

Print: September 6
 October 4
 November 8

Newsletter: September: 4, 11, 18, 25
 October: 2, 9, 16, 23, 30
 November: 6, 13, 20
 December: 4, 11

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.

the northerner

the independent student newspaper of northern kentucky university

Insertion Agreement

Submit ads electronically to:
northerneradvertising@ gmail.com.

Contact us by phone at
(859) 572-6677.

Ad Types

Print

- Full Page (11 in x 8.5 in)
- 1/2 Page (5.5 in x 8.5 in)
- 1/4 Page (5.5 in x 4.25 in)
- Front Page (2.75 in x 8.5 in)
- 1/8 Page (2.75 in x 4.25 in)

Newsletter

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

Dates to Run

- September (newsletter)
- October (newsletter)
- November (newsletter)
- December (newsletter)

Advertiser Information

Inquiries to
The Northerner Business Team
1 Louie B. Nunn Drive, Griffin Hall 125
Highland Heights, KY 41099

Company Name:

Contact:

Address:

Phone: (____) _____ - _____

Email:

Client Type: Campus Open

Fees, Discounts or Special Instructions (Running Dates)

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 canceled within three days prior to publication, then the client is responsible for paying a 25% 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.

X _____
Signature Date Account Executive
(Please Print)