The Huntington News
THE INDEPENDENT NEWSPAPER OF NORTHEASTERN UNIVERSITY SERVING THE COMMUNITY SINCE 1926

# Media Kit

2022

https://huntnewsnu.com/

For 82 years, the Northeastern News was a major source of news at Northeastern University. The paper went independent from the university in 2008 and now operates as The Huntington News and is a registered 501(c)3 nonprofit. At The Huntington News, students work alongside our Board of Directors made up of Northeastern alumni and professors to maintain a high standard of quality. We publish online content every weekday plus some additional special print issues. More than 60 students contribute to the newspaper through writing, photography, design, marketing, advertising, finance, and more.

**3,000** copies per issue

**20,000** students

**147** countries represented

A publication that reaches all **across campus**

Over **240,000** alumni spread around the world

# Our Rates

## Print

| | Dimensions | Single Ad | 3-Ad Bundle (10% off) | 6-Ad Bundle (15% off) |
|---|---|---|---|---|
| Full Page | 10 x 15.75 in | $945.00 | $2,551.50 | $5,622.75 |
| Half Page | 10 x 8 in | $480.00 | $1,296.00 | $2,856.00 |
| 1/4 Page (horizontal) | 5.94 x 7 in | $249.48 | $673.60 | $1,484.41 |
| 1/4 Page (vertical) | 10 x 4 in | $240.00 | $648.00 | $1,428.00 |
| 1/8 Page | 5 x 4 in | $120.00 | $324.00 | $714.00 |

## Web

| | Dimensions | 30 Days | 60 Days (10% off) | 90 Days (15% off) |
|---|---|---|---|---|
| Sidebar | 300 x 250 px | $612.00 | $1,101.60 | $1,560.60 |
| Banner | 728 x 90 px | $765.00 | $1,377.00 | $1,950.75 |

## Additional Services

Ad Design + Consultation .....15% additional charge per design
Social Media Post Creation ..... 15% additional charge per design

## Packages

| | Print | Web | 1 Print & 30 Days Web (20% off) | 3 Print & 60 Days Web (25% off) | 3 Print & 90 Days Web (30% off) |
|---|---|---|---|---|---|
| Single | 1/4 Page (horizontal) | 1 Sidebar | $689.18 | $1,478.25 | $1,249.47 |
| Double | Half Page | 1 Sidebar | $873.60 | $1,998.00 | $2,293.20 |
| Triple | Half Page | 1 Banner | $996.00 | $2,227.50 | $2,614.50 |
| Go Bigger | Full Page | 1 Banner | $1,368.00 | $3,273.75 | $3,591.00 |
| All Online | - | 1 Sidebar & 1 Banner | $1,101.60 | $2,065.50 | $2,891.70 |
| Choose Your Own | Any Ad | Any Ad | Contact for quote (20% off) | Contact for quote (25% off) | Contact for quote (30% off) |

## Social Media

| | 1 Post | 3 Posts (10% off) | 6 Posts (15% off) |
|---|---|---|---|
| Instagram | $30.00 | $81.00 | $153.00 |

# Contact Us

Email advertising@huntnewsnu.com to discover our upcoming print publication dates.

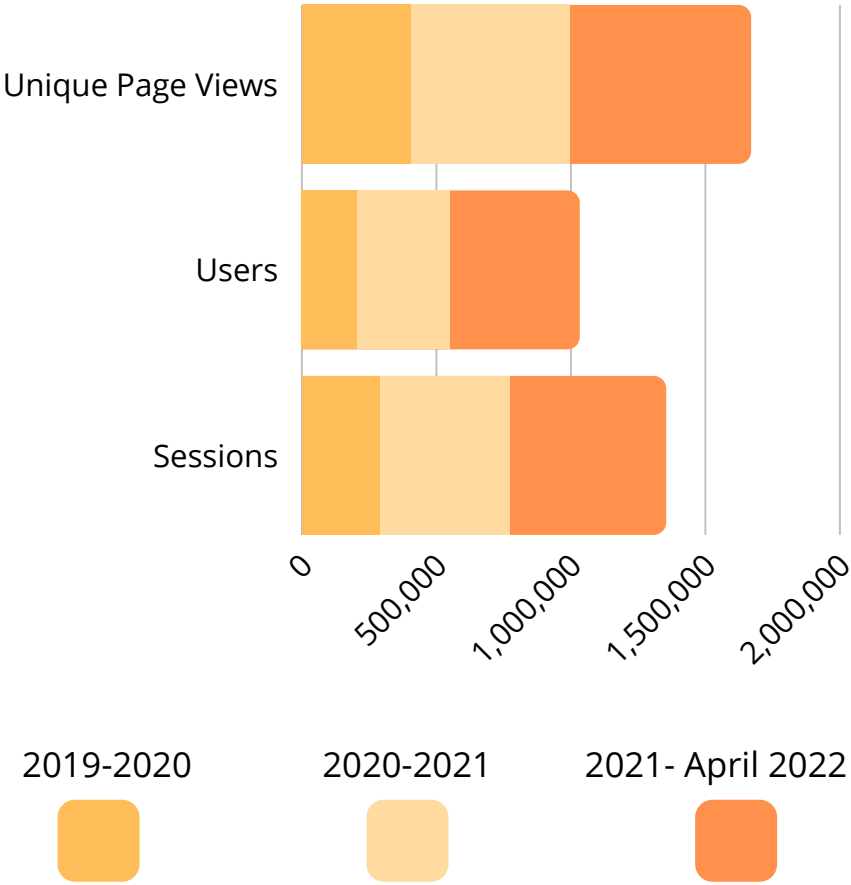
Email advertising@huntnewsnu.com to learn more about our year-round web advertising opportunities.

Email business@huntnewsnu.com for questions related to payment.

Please review our payment policies below.

# Website Veiwership

The Huntington News prides itself in being Northeastern University's independent and premier source of breaking news. Follow us on all platforms @HuntNewsNU for news alerts and updates.



# Our Policies

AD DESIGN GUIDELINES
All ads should have a resolution of at least 300dpi. Color modes are as such: Greyscale for B&W ads, CMYK for color print ads, and RGB for online ads. All artwork must be sent electronically in the following file formats: EPS or PDF (print), and JPEG or GIF (online). All fonts should be embedded. Artwork may be submitted by email to advertisinig@huntnewsnu.com. The Huntington News offers a 15% rate on top of the ad cost for design services and consultation.

SUBMISSION
Deadline for all print ad material is 5:00 pm, three business days prior to the run date. Deadline for all web ad material is 5:00 pm, three business dates prior to the posting date.

PAYMENT
Payment should be received by The Huntington News or mailed to the correct address within two weeks of the date the invoice is sent. Payment not received within a week post due date may be subject to a 10% late fee. Payment is accepted via Zelle (search: business@huntnewsnu.com) or by check payable to "The Huntington News" and mailed to the address listed on the invoice. Email advertising@huntnewsnu.com with any billing or invoice concerns.

CANCELLATION
All cancellations by the advertiser must be made in writing and emailed to advertising@huntnewsnu.com three business days before the run date for print ads and five business days before the run date for web ads. In the case of cancellation after the cancellation deadline has passed, credit will be applied to the advertiser's account toward future ads. Cash refunds are not available. Advertisements subject to full charge.

CONTENT POLICY
All advertisements that appear in The Huntington News and in www.huntnewsnu.com are subject to the final approval of the Editor in Chief, Business Team and Managing Board, who reserve the right to reject any advertisement with cause. The Huntington News will not publish advertising that is libelous, misleading, deceptive, obscene, offensive, or prohibited by local, state or federal law. Additionally, any advertisement that mimics the style of The Huntington News without its explicit consent will not be permitted. In the event that The Huntington News does not decide to move forward with an advertisement after payment has been received, a full refund will be issued.

QUESTIONS
Any questions related to our terms and conditions can be emailed to advertising@huntnewsnu.com.

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*Please email advertising@huntnewsnu.com for all advertising inquiries.*

*Please email business@huntnewsnu.com for questions related to payment, business opportunities, and fundraising.*

*Please email editor@huntnewsnu.com/ managing@huntnewsnu.com for all editorial enquiries.*