

THE SPOKESMAN

NEWSPAPER



MEDIA KIT 2013

TO INFORM.....
TO EDUCATE.....
TO STIMULATE ACTION



THE SPOKESMAN

ADVERTISING RATES



ABOUT THE SPOKESMAN NEWSPAPER

Founded in 1942, The Spokesman is the oldest, largest, and the official newspaper on campus targeted at over 45,000 members of the Morgan community. The Spokesman is distributed on a weekly basis throughout the main campus and the surrounding community. The Morgan community relies on The Spokesman for in-depth local and campus news, sports, business, and entertainment reporting.

The Spokesman offers its advertisers the opportunity to gain useful exposure to a prosperous and diverse market with considerable buying power in the heart of Baltimore City.

MORGAN FAQs

How many students are there on campus? 7,500

What is the male to female ratio of students?

43% Male; 56.5% Female

What is the age group of Morgan students?

67% are 22yrs and younger

What is the racial demographic of the campus?

90.7% African American

How many students live off campus?

55% live off campus

ABOUT MORGAN STATE UNIVERSITY

Morgan State University was founded in 1867 as the Centenary Biblical Institute. It is one of the oldest Historically Black Colleges and/or Universities (HBCUs) in the United States and serves as Maryland's Public Urban University. In 1939, Morgan was purchased by the state of Maryland in response to a state study that determined that the state needed to provide more opportunities for its black citizens.

Morgan State University students are distinguished by their notable diversity. While Morgan is a historically black institution, it has served students of all racial and ethnic backgrounds. The Spokesman has a market comprised of current students, faculty, staff, alumni, parents and perspective students.

MORGAN STATE UNIVERSITY SPOKESMAN NEWSPAPER

Morgan State University
The New Communications Ctr. Room 234
1700 East Coldspring Lane
Baltimore, MD 21251

Phone: (443) 885-3464
Fax: (443) 885-8379
Email: perry.sweeper@morgan.edu
Contact: Perry Sweeper, Director

At The Spokesman it is our intention to publish your artwork exactly as it appears on our screens, unaltered and unchanged. We ask that you design your ad as you want it to appear in the paper. Make sure that you create it to the specific size for the ad space you have ordered. Once you have designed the ad export it or save it as any of these formats:

- An Adobe PDF document
- An uncompressed or compressed TIFF file at high resolution
- A JPEG file saved with very little compression and at high resolution
- Pictures must be 300 dpi

Please note that there is no effective way for our designers to extract graphics from a Microsoft Word document or PowerPoint document. If they do extract the images and graphics, they will not be in the proper resolution and the images will be distorted. Make sure all ads are sent to perry.sweeper@morgan.edu. Once you have sent us your files you may contact our business manager and confirm that we have received your ads. If you fail to meet the above criteria, we will be unable to publish the ad.

2013 SPRING ADVERTISING RATES

AD SIZES	NATIONAL RATES		REGIONAL RATES		CAMPUS RATES	
	COLOR	B&W	COLOR	B&W	COLOR	B&W
SPREAD	\$1060	\$990	\$910	\$840	\$420	\$350
FULL PAGE	\$690	\$620	\$550	\$480	\$240	\$200
HALF PAGE	\$510	\$440	\$370	\$300	\$150	\$130
QUARTER PAGE	\$366	\$296	\$226	\$156	\$78	\$70
ONE SIXTH PAGE	\$316	\$246	\$176	\$96	\$50	\$40

*National rates apply through an advertising agency and/or corporations.

*Regional rates apply to local businesses located in Maryland.

*Campus rates apply to campus organizations and are for University advertisements

D&P: 12%

PHOTOGRAPHY FEE: 10%

DESIGN FEE: 8%

CREDIT AND BILLING POLICIES

Accounts not paid within 30 days of billing date are considered overdue and will accumulate a 1.5% per month service charge on the overdue balance. Accounts not paid within 60 days from billing date are considered delinquent and will be turned over for collection at the Student Press Law Center discretion. No new advertising will be accepted on delinquent accounts until the overdue balance is paid. Future advertisements must be pre-paid until credit is re-established.

POSITION GUARANTEES

Advertisers may request a position guarantee to ensure that their ad appears on a particular page or in a particular section. Position guarantees are granted at the discretion of the advertising manager and include a 5 percent surcharge.

'13 TENTATIVE SPRING DATES

February 8
 March 1
 April 1
 May 1
 June 1

DEADLINES

The deadline for space reservation, payment and all copy and art submissions is 5:00 p.m. seven (7) business days prior to insertion. Cancellations or changes will not be accepted after deadline. Checks are accepted as forms of payment. Checks should be made out to The Spokesman Newspaper. Cancelled ads may be removed from the paper if notification is made before deadline. No refunds will be given but the unused portion of the payment, if any, will be held as a credit.



FREQUENCY DISCOUNTS

5% DISCOUNT FOR 4-6 INSERTIONS
10% DISCOUNT FOR 7-9 INSERTIONS

15% DISCOUNT FOR 10+ INSERTIONS
10% PRE-PAYMENT DISCOUNT

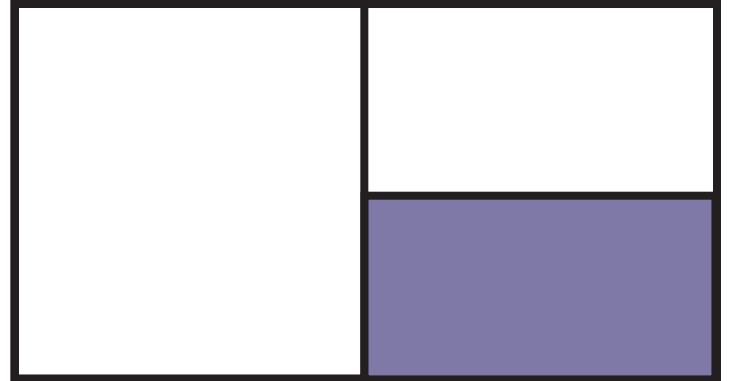
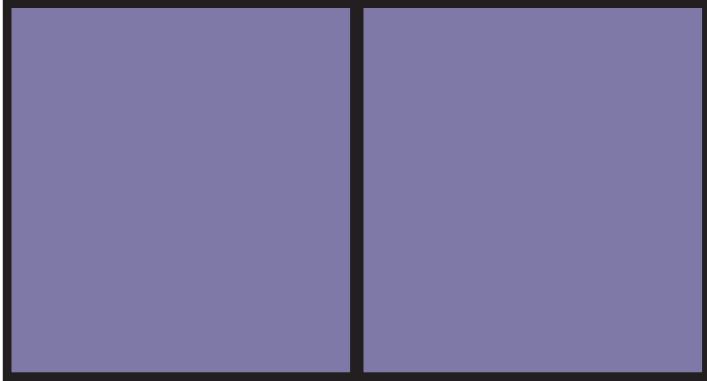
NEWSPAPER ADVERTISEMENT DIMENSIONS

5 COLUMNS

1 COLUMN = 1.25 INCHES

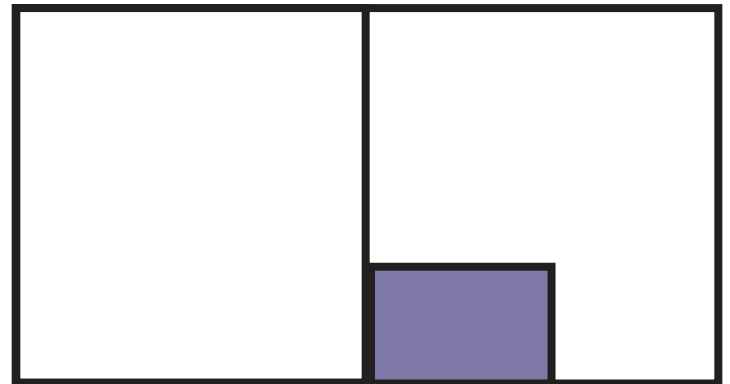
FULL SPREAD = 20.4 x 10 INCHES

HALF PAGE = 9.7 x 4.8 INCHES



FULL PAGE [BACK SIDE] = 9.66 x 10 INCHES

ONE SIXTH PAGE = 4.76 x 3.1 INCHES



FULL PAGE [OTHER SIDE] = 9.66 x 10 INCHES

QUARTER PAGE = 4.75 x 4.80 INCHES

