



# [THE **BG** NEWS]

National and Regional Advertising Media Kit  
2011-2012

# BG NEWS

National and Regional Advertising Media Kit 2011-2012

Printing as a monthly publication, The Bee Gee News was founded in 1920. As time progressed and the college and its students and faculty grew more sophisticated, so did the articles in the campus newspaper. And now, 90 years later, The BG News -- its successor, thrives as an award-winning, independent student voice at Bowling Green State University that is published three days a week.

## GENERAL INFORMATION

<b>Frequency:</b>	3x weekly
<b>Days Published:</b>	M, W, F
<b>Summer Issues:</b>	Yes
<b>Circulation:</b>	8,500
<b>Readership:</b>	17,000
<b>School Enrollment:</b>	17,309
<b>School Location:</b>	Bowling Green, OH
<b>Metro Area:</b>	Toledo, OH
<b>Format:</b>	6 Column Broadsheet
<b>Full Page Size:</b>	6 col (10.56") W x 21.0" H
<b>Column Widths:</b>	1) 1.68" 2) 3.48" 3) 5.27" 4) 7.0" 5) 8.87" 6) 10.56"

The BG News prints 8,500 copies each Monday, Wednesday and Friday. The paper is distributed throughout the Bowling Green State University campus, as well as the surrounding community. News coverage includes items of general interest to the broader campus community, including top local campus and city news; and state, regional, national and international news events of significance. The BG News is a virtually self-funded newspaper, thanks to successful growth of advertising sales. The university provides only for the utilities and space in West Hall where the newspaper now resides. The paper also maintains a large online presence with their website: <http://bgnews.com>, where average monthly views reach about 150,000.

## DEMOGRAPHICS

<b>School Type:</b>	4-Year Public
<b>Highest Degree:</b>	Doctorate
<b>2010-2011 In-State Tuition:</b>	\$9,704
<b>Estimated In-State Student Expenses:</b>	\$22,307
<b>Most Popular Bachelors Degree(s):</b>	Education, Business, Visual & Performing Arts
<b>Most Popular Masters Degree(s):</b>	Education, Business, Visual & Performing Arts
<b>Male/Female Ratio:</b>	46% M / 54% F
<b>Graduation Rate:</b>	59%
<b>Transfer Out Rate:</b>	19%
<b>Ethnicity:</b>	Percentage
<b>White:</b>	80%
<b>Black:</b>	11%
<b>Hispanic:</b>	3%
<b>Asian/Pacific Islander:</b>	1%
<b>American Indian:</b>	1%
<b>Unknown/Other:</b>	3%
<b>Non-Resident Alien:</b>	2%

Bowling Green State University was founded in 1910, and is located 23 miles south of Toledo. Situated on 1,338 acres, over 17,000 students are enrolled in one of the eight colleges within the University. Colleges include: Arts & Sciences, Business Administration, Education & Human Development, Firelands, The Graduate College, Health & Human Services, Musical Arts, and Technology. The University is also home to the country's only National Center for Marriage Research, established in 2007 by the U.S. Department of Health and Human Services as well as the world's only doctoral program in photochemical sciences.

Student life at BGSU is thriving with over 325 student organizations, and 43 Greek organizations. They also feature 18 NCAA Division I athletic teams, including football, hockey, basketball, and soccer. The BG News also prints special football and winter sports publications in the Fall semester.



# DISPLAY ADVERTISING

## COLUMN INCH RATES (BLACK & WHITE)

<b>Description</b>	National/Open Rate
<b>PCI Rate</b>	\$9.40

## SIZE RESTRICTIONS

- Minimum size of 10 column inches
- Minimum size of 19" in height will be billed at the full page height of 21"

## PULL OUT TABLOID SPECIAL SECTION SIZES & RATES

<b>Full Page</b>	5 col (10.25") W x 10.0" H	<b>\$1,184.40</b>
<b>Half Page (H)</b>	5 col (10.25") W x 4.375" H	<b>\$592.20</b>
<b>Quarter Page (H)</b>	5 col (10.25") W x 2.5" H	<b>\$296.10</b>

## PREMIUM SPACE & SPECIAL SIZES

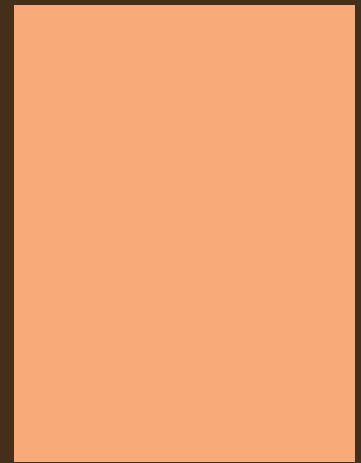
(Rates are Black & White Unless Otherwise Noted)

<b>Front Page Sliver</b> (Color Included)	6 col (10.56") W x 2.0" H	<b>\$500.00</b>
<b>Back Page</b>	6 col (10.56") W x 21.0" H	<b>\$1,295.00</b>
<b>Double Truck</b> (Inside Spread)	12 col (21.12") W x 21.0" H	<b>\$1,995.00</b>
<b>U Shape Single Page</b>	(Left) 1 col (1.68") W x 21.0" H (+ Center) 4 col (7.2") W x 2.0" H (Right) 1 col (1.68") W x 21.0" H (Total Width Across Bottom: 10.56")	<b>\$545.00</b>
<b>L Shape Single Page</b>	(Left) 2 col (3.48") W x 21.0" H (+ 4 col) (7.08") W x 4.0" H Bottom of Page (Total Width Across Bottom: 10.56")	<b>\$625.00</b>
<b>Crossword/Sudoku</b>	3 col (5.27") W x 1.0" H	<b>\$375.00</b>
<b>Page 3/Inside Cover</b>	6 col (10.56") W x 21.0" H	<b>\$1,250.00</b>

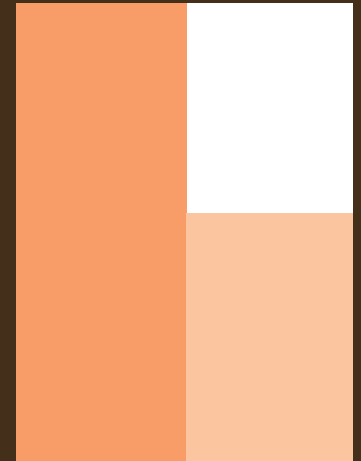
## COLOR RATES

<b>Description</b>	Spot Color	Full Color (CMYK, Process 4-Color)
<b>Rate</b>	\$100.00	\$300.00

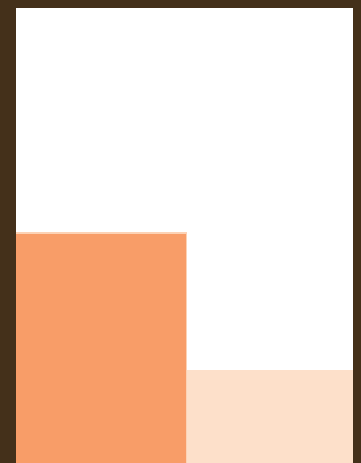
MODULAR SIZES AND RATES  
(Black & White Only)



**FULL PAGE**  
6 col (10.56") W x 21.0" H  
**\$1,184.40**



**HALF PAGE**  
Horizontal: 6 col (10.56") W x 10.5" H  
Vertical: 3 col (5.27") W x 21.0" H  
**\$592.20**



**QUARTER PAGE**  
Horizontal: 6 col (10.56") W x 5.25" H  
Vertical: 3 col (5.27") W x 10.5" H  
**\$296.10**

## DISPLAY ADVERTISING DISCOUNTS

### FREQUENCY DISCOUNTS\*

<b>Min Insertions</b>	2	4	7	10	13	16	20
<b>Max Insertions</b>	3	6	9	12	15	19	+
<b>% Discount</b>	5%	7%	10%	15%	17%	20%	25%

### BULK CONTRACTS\*

<b>Column Inches</b>	1000	1500	2000	2500
<b>PCI Rates</b>	\$8.25	\$8.00	\$7.50	\$7.00

\* The above discounts are applicable to display ads only. The above bulk rate will not be applied to color costs. For color ads, the bulk rates or discounts will apply to the black & white cost only and the advertiser will pay the full color rate.

## INSERTS

### QUANTITIES & RATES\*

<b>Min Quantity</b>	8500	8500	8500
<b>Max Quantity</b>	8500	8500	8500
<b>Min Pages</b>	1	4	10
<b>Max Pages</b>	2	8	12
<b>Flat Rate</b>	\$595.00	\$637.50	\$722.50
<b>Min Size</b>	(6.5") W x 6.5" H		
<b>Max Size</b>	(11.0") W x 12.25" H		

Please send a PDF of [inserts:orders@mymediamate.com](mailto:inserts:orders@mymediamate.com) for content approval prior to shipping actual materials. Inserts must arrive a minimum of 1 week prior to run date.

Eagle Print  
 Mary Jane Schulte  
 111 East Fourth Street  
 Delphos, Ohio 45833  
 Attn: BG News Inserts + Date of Insertion

Please include run date(s) on boxes and shipping label.

## CLASSIFIED ADVERTISING

### QUANTITIES & RATES

<b>Package</b>	<b>Rate</b>
30 (Qty) Words	\$40.00
50 (Qty) Words	\$50.00

### CLASSIFIED DISCOUNTS

- Run in all issues in a given semester and receive 10% off
- Run in all issues in a given academic year and receive 15% off

Note: these discounts cannot be combined



## ONLINE ADVERTISING

find us online at:  
<http://bgnews.com>

**Ad Size**  
(in pixels)

**Rate**  
**\$13.00 CPM**

728 x 90  
Leader Board Banner

960 x 30  
Breaking News Streamer

200 x 90  
Leader Board Button

300 x 250  
Feature Block

728 x 90  
Masthead Banner

468 x 60  
Video Banner

### ONLINE DISCOUNTS

- Run an online ad for one month in addition to a display ad and receive 15% off the online advertising invoice
- Run 3 months or more and receive 20% off the total online advertising invoice

Note: these discounts cannot be combined



## BASIC CREATIVE FILE REQUIREMENTS

- PDF with all fonts embedded
- Quark XPress with all images and fonts
- EPS file with all fonts embedded
- All images should be 200-300 dpi
- Color images must be in CMYK format
- Black & white images must be in grayscale
- Online ads should be JPG or GIF files
- All online images should be 72 dpi
- Online images must be in RGB format



### DEADLINE & CONTACT INFORMATION

Space and material deadline for display advertising is 3 business days prior to run date.

Please note: Our deadline is 3 business days, not 3 weekdays. For example, if your ad is running on Friday, November 19, your artwork and space reservation is due Tuesday, November 16.

The BG News has hired MediaMate to be its exclusive Ad Manager. MediaMate is not an agency. MediaMate is the direct ad manager on staff, and all rates published on this media kit are direct rates. Please be sure to update your contact information for The BG News to the below address to ensure all correspondence and ad materials are received.

Payments should be made out to MediaMate and mailed to: MediaMate, LLC, 200 Brickstone Sq., Suite 505, Andover, MA 01810, or to pay by credit card call MediaMate at 888.897.7711. Accepted card types are Visa, Mastercard, Discover, and Amex.

All information subject to change at anytime.

# PUBLICATION SCHEDULE

## Academic Calendar

<http://choose.bgsu.edu/academics/calendar/?year=2011>

SUMMER 2011 (3,700 Circulation & 4,500 for Orientation Issues)

May 2011

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June 2011

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July 2011

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

August 2011

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FALL SEMESTER

September 2011

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

October 2011

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/31	24	25	26	27	28	29

November 2011

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December 2011

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SPRING SEMESTER

January 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February 2012

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March 2012

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

April 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SUMMER 2012 (3,700 Circulation & 4,500 for Orientation Issues)

May 2012

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

June 2012

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

July 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August 2012

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

# SPECIAL EDITIONS & FEATURE PAGES

FALL 2011

**Theme**

Welcome Issue (Freshman Edition)  
 Back to School Issue  
 Football Sponsorship Issue  
 Fall Career Expo Issue  
 Graduate and Professional School Fair Issue\*  
 Holiday Gift Guide\*\*

**Published**

8.19.2011  
 8.22.2011  
 9.16.2011  
 10.5.2011  
 10.24.2011  
 11.30.2011

SUMMER 2012

**Theme**

Orientation Issue  
 Orientation Issue  
 Orientation Issue  
 Orientation Issue

**Published**

6.20.2012  
 6.27.2012  
 7.11.2012  
 7.18.2012

SPRING 2012

**Theme**

Business Fair Issue  
 March Madness Special\*  
 Spring Career Expo Issue  
 Best of BC\*\*  
 Graduation Tab\*\*

**Published**

2.6.2012  
 3.14.2012  
 3.19.2012  
 3.21.2012  
 4.25.2012

○ Denotes Special Issue

\*Denotes Tentative Special Issue

\*\* Note: Special Sizes for Pull Out Tab Issues