

Since its founding in 1875, Indiana University of Pennsylvania has progressed and evolved to match the changing needs of those it serves. Today, IUPUI has a diverse, vibrant, research-based, and student-centered community comprising distinguished faculty members and more than 140 undergraduate and graduate students from across the state. Consider the extensive choices and resources of the fifth-largest university in the state, including more than 140 undergraduate degree programs, a nationally recognized honors college, and more than seventy graduate programs, including numerous doctoral programs.

The Penn

Indiana University of Pennsylvania
National Advertising Media Kit 2011-2012

All are offered at a cost much less than state-related and private universities. IUPUI's faculty members are fully engaged in a variety of research projects and students. Students enjoy a supportive learning environment that prepares them for productive and meaningful lives of leadership, service, and distinction. As a result, the university has an alumni body that includes leaders in the corporate world, in government, in public service, IUPUI alumni include Nobel Prize winners, Rome Prize winners, and other faculty members who have been recognized for dedication to their respective fields. As a result, the university has an alumni body that includes leaders in the corporate world, in government, in public service, IUPUI alumni include Nobel Prize winners, Rome Prize winners, and other faculty members who have been recognized for dedication to their respective fields. As a result, the university has an alumni body that includes leaders in the corporate world, in government, in public service, IUPUI alumni include Nobel Prize winners, Rome Prize winners, and other faculty members who have been recognized for dedication to their respective fields. For example, Chad Hursey went from IUPUI to the CEO of ExxonMobil Exploration, numerous school district superintendents, several college presidents, and a number of scientists and manufacturers who hold patents.

ABOUT US

Since 1926, The Penn has been the student-run newspaper of the Indiana University of Pennsylvania. Now, in its 85th year of publication, The Penn continues to serve the lucrative IUP market consisting of over 14,000 students, faculty and staff. The Penn is distributed to high traffic locations throughout the entire campus every Tuesday and Friday during the academic year.

Advertising opportunities for the 2011-2012 school year include display and color advertising, premium display space, classified advertising, inserts, web advertising on our site at <http://www.thepenn.org>, and participation in one of our many special issues.

SCHOOL INFORMATION

Frequency:	2x Weekly
Days Published:	Tuesdays & Fridays
Circulation:	6,000
Readership:	14,000
School Enrollment:	14,638
School Location:	Indiana, PA
Metro Area:	Pittsburgh, PA
Summer Issues:	No
4 Col Ads Accepted:	No
Format:	5 Column Tabloid
Full Page Size:	5 col (10.25") W x 11.0" H
Column Widths:	1.) 2.0" 2.) 4.0" 3.) 6.0" 4.) 8.125" 5.) 10.25"
School Type:	4-Year Public
Highest Degree:	Doctorate
10-11 In-State Tuition:	\$7,571
10-11 In-State Student Expenses:	\$21,086
Most Popular Bachelor's Degree(s):	Business/Management, Social Sciences
Most Popular Master's Degree(s):	Education, Business/Management
Male/Female Ratio:	44% M / 56% F
On Campus Housing Y/N:	Yes
Graduation Rate:	52%
Ethnicity:	Percentage
White:	78%
Black:	11%
Hispanic:	2%
Asian/Pacific Islander:	1%
American Indian:	0%
Unknown/Other:	5%
Non-Resident Alien:	3%

DISPLAY ADVERTISING

Color Rates

Description:	CMYK (Process, 4-color)	Spot Color
Rate:	\$250.00	\$100.00

Size Restrictions

- Minimum size of 10 column inches. (No 4 column ads will be accepted).
- Ads more than 9.0" in height will be billed at the full page height of 11.0".

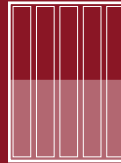


MODULAR SIZES AND RATES (BLACK & WHITE)



Full Page

5 col (10.25") W x 11.0" H
\$800.00



Half Page Horizontal

5 col (10.25") W x 6.0" H
\$480.00



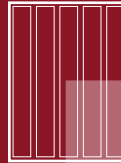
Half Page Vertical (Large)

3 col (6.0") W x 11.0" H
\$528.00



Half Page Vertical (Small)

2 col (4.0") W x 11.0" H
\$352.00



Quarter Page Vertical

3 col (6.0") W x 5.0" H
\$240.00

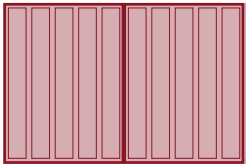


Quarter Page Horizontal

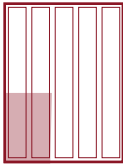
5 col (10.25") W x 3.0" H
\$240.00

Custom sizes not listed above are available at a column inch rate of \$16.00

PREMIUM RATES & SIZES (BLACK & WHITE UNLESS OTHERWISE NOTED)



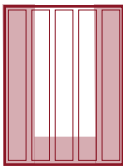
Double Truck (Inside Spread)
10 col (20.5") W x 11.0" H
\$1,300.00



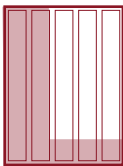
Page 2 Sponsorship
2 col (4.0") W x 5.0" H
\$200.00



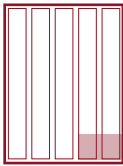
Sudoku/Crossword Sponsorship
2 col (4.0") W x 2.0" H
\$75.00



U-Shape Single Page
Left side of page 1 col (2.0") W x 11.0" H
plus center 3 col (6.0") W x 2.0" H
plus far right column 1 col (2.0") W x 11.0" H
(total width across bottom 10.0")
\$540.00



L-Shape Single Page
Left side of page 2 col (4.0") W x 11.0" H
plus 3 col (6.0") W x 4.0" H bottom of page
(total width across bottom 10.0")
\$650.00



Bottom Right Thumb (On Available Page)
2 col (4.0") W x 3.0" H
\$95.00

*All premium display subject to availability.



DISPLAY ADVERTISING DISCOUNTS

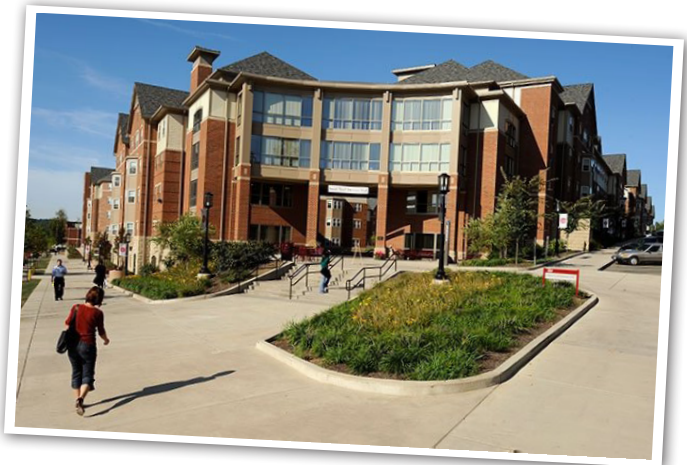
Frequency Discounts*

Min Insertions:	2	5	8	15	20
Max Insertions:	4	7	14	19	+
% Discount:	5%	10%	15%	20%	25%

Bulk Contracts*

Column Inches:	500	1000
PCI Rate:	\$14.00	\$13.00

*The above discounts will not be applied to color costs. For color ads, the discounts will apply to the black and white portion only and the advertiser will pay the full color rate.



INSERT QUANTITIES AND RATES

Min Size: (4.0") W x 6.0" H
Max Size: (8.5") W x 11.0" H

Min Pages:	1	2
Max Pages:	2	24
Rate (per 6,000 copies):	\$600.00	\$720.00

Please send a PDF of the insert to: orders@mymediamate.com
for content approval prior to shipping actual materials.

The Indiana Gazette,
899 Water Street
Indiana, PA 15701
RE: PENN Insert (date of insert)

Inserts must arrive at above address a minimum of one week prior to run date.

CLASSIFIED ADVERTISING

Package	Rate
30 (Qty) Words	\$35.00
50 (Qty) Words	\$45.00

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.

ONLINE ADVERTISING

Size (In Pixels)	Rate Per Month
Rectangle, 300 x 250	\$700.00
Skyscraper, 120 x 600	\$650.00
Small Horizontal Banner, 468 x 60	\$495.00

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 total online advertising invoice.

Please Note: These discounts cannot be combined.

<http://www.thepenn.org/>

PUBLICATION SCHEDULE

Fall 2011

August 29 - Welcome Back Issue

September 9, 13, 16, 20, 23, 27 - Career Fair Issue*, 30

October 4, 7, 11, 14, 18, 21, 25, 28

November 1, 4, 8, 11, 15

December 2, 6, 9

Spring 2012

January 27, 31

February 3, 7, 10, 14, 17, 21 - Summer Job & Internship Fair Issue*, 24, 28

March 2, 6, 23, 27, 30

April 3, 13, 17, 20, 24, 27 - Finals Survival Issue

*Denotes tentative special issue

Academic Calendar

<http://www.iup.edu/academiccalendar/default.aspx>

BASIC CREATIVE 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 and white images must be in grayscale

DEADLINE AND CONTACT INFORMATION

Space and material deadline for display advertising is 5 business days prior to run date.

Please note: Our deadline is 5 business days, not 5 weekdays. For example, if your ad is running on Friday, September 25, your artwork and space reservation is due Friday, September 18th.

The Penn 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 Penn to the below 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.

