

# THE SNAPPER

Millersville's Student Newspaper  
National Advertising Media Kit 2011-2012



Millersville University enrolls over 8,000 students and is located in the heart of Millersville, Pennsylvania. In 2009, 91% of students were full-time while 9% attended part-time. The student population is composed of 56% female and 44% male.

The Snapper is the official student-run publication of Millersville University. Distributing 2,500 copies weekly, the Snapper provides a highly cost-effective medium to connect with the student population. Advertising opportunities for 2011-2012 include: display advertising, color advertising, online advertising and inserts.

## General Information

<i>Frequency:</i>	Weekly
<i>Days Published:</i>	Thursday
<i>Circulation:</i>	2,500
<i>Readership:</i>	7,500
<i>School Location:</i>	Millersville, PA
<i>Metro Area:</i>	Harrisburg / Philadelphia, PA
<i>School Enrollment:</i>	8,427
<i>Format:</i>	6 Column Broadsheet
<i>Full Page Size:</i>	6 col (13.0") W x 21.0" H
<i>Column Widths:</i>	1) 2.16"
	2) 4.32"
	3) 6.50"
	4) 8.64"
	5) 10.80"
	6) 13.00"

PLEASE NOTE: THE SNAPPER DOES NOT ACCEPT CLASSIFIED ADVERTISING

## Demographics

<i>School Type:</i>	4 - Year Public
<i>Highest Degree:</i>	Master's Degree
<i>10-11 In-State Tuition:</i>	\$7,700
<i>10-11 In-State Student Expenses:</i>	\$18,692
<i>Most Popular Bachelor Degree:</i>	Education
<i>Most Popular Master Degree:</i>	Education
<i>Male/Female Ratio:</i>	44% M / 56% F
<i>On Campus Housing:</i>	Yes
<i>Graduation Rate:</i>	61%
<i>Ethnicity</i>	Percentage
<i>White:</i>	79%
<i>Black:</i>	7%
<i>Hispanic:</i>	4%
<i>Asian/Pacific Islander:</i>	1%
<i>American Indian:</i>	0%
<i>Unknown/Other:</i>	8%
<i>Non-resident/Alien:</i>	1%

## Display Advertising

### Column Inch Rates (Black & White)

*Description:* National/Open Rate

*PCI Rate:* \$8.00

### Modular Size and Rates (Black & White)

<u>Description:</u>	<u>Size (W x H):</u>	<u>Rate:</u>
Full Page	6 col (13.0") W x 21.0" H	\$595.00
Half Page Horizontal	6 col (13.0") W x 10.5" H	\$350.00
Half Page Vertical	3 col (6.5") W 21.0" H	\$350.00
Quarter Page Vertical	3 col (6.5") W x 10.5" H	\$225.00
Quarter Page Horizontal	6 col (13.0") W x 5.25" H	\$225.00

### Color Rates

*Description:* CMYK (Process, 4-color)

*Rate:* \$325.00

### Size Restrictions

- Minimum size of 10 column inches
- Ads more than 18.0" in height will be billed at the full page height of 21.0"



## Display Advertising Discounts

### Frequency Discounts\*

<i>Min Insertions:</i>	3	5	7	10
<i>Max Insertions:</i>	4	6	9	+
<i>% Discount:</i>	5%	10%	15%	20%

### Bulk Contracts\*

<i>Column Inches</i>	500	1000
<i>PCI Rate</i>	\$6.00	\$5.25

\*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

<i>Min/Max Quantity:</i>	2,500
<i>Min/Max Pages:</i>	1 - 4 Flat Rate: \$420.00
<i>Min/Max Pages:</i>	6 - 16 Flat Rate: \$500.00
<i>Minimum Size:</i>	5.5"W x 8.5" H
<i>Maximum Size:</i>	11.0"W x 14.0" H

Please send a PDF of the insert to: [orders@mymediamate.com](mailto:orders@mymediamate.com) for content approval prior to shipping actual materials. Insert materials must be shipped directly to the address below:

**Susquehanna Printing**  
**Attn: Millersville Snapper Inserts**  
**1 E Main St**  
**Ephrata, PA 17522**

*Inserts must arrive at above address 2 weeks prior to run date.*

## Online Advertising

<i>Size (pixels):</i>	<i>Rate:</i>
300 x 250	\$600.00
120 x 240 or 468 x 60	\$550.00

### 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 25% off the total online advertising invoice.*

**Note: These discounts cannot be combined.**

<http://thesnapper.com/>

## Basic Creative Requirements

- PDF with all fonts embedded
- 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



## Publication Schedule

### Fall 2011

September: 15, - Back to School Issue, 22, 29

October: 6, 27

November: 3, 10, 17

### Spring 2012

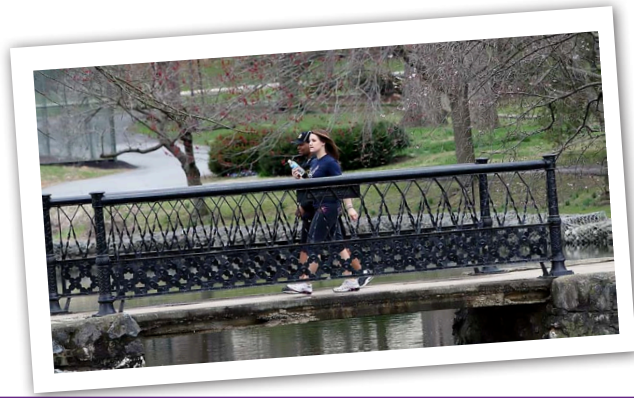
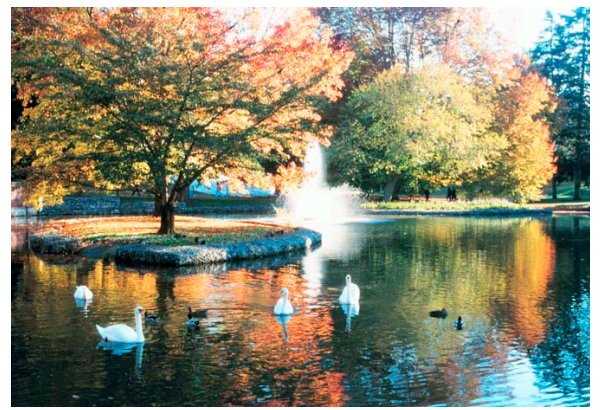
February: 2, 9, 16, 23

March: 1, 8, 29

April: 5, 12, 19, 26 - Graduation Issue

### Academic Calendar:

<http://www.millersville.edu/calendar/index.php?date=&audience=Academic>



## Deadline & Contact Information

Space and material deadline for display advertising is 7 business days prior to run date.

Please note: Our deadline is 7 business days, not 7 weekdays. For example, if your ad is running on Thursday, October 22nd, your artwork and space reservation is due Tuesday, October 13th.

The Snapper 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 Snapper 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.