



GONZAGA
UNIVERSITY
STUDENT MEDIA
ADVERTISING
KIT 2018
2019



GU distributes the
Gonzaga Bulletin
every **Thursday** at over
30 locations

We have **7,501** students,
including
5,210 undergraduates, and
1,374* Full-time staff
and faculty

*Source: Gonzaga Human Resources Office, October 2017

Our **color** ads are noticed
60% more
than black and white ads

STANDARD SIZING

The Gonzaga Bulletin

\$1,440 open rate BW
\$2,280 open rate 4C

6 col x 20 in

RATES

Display Ads:

Open Rate

\$12/ column inch

Non-Profit Rate

\$9/ column inch

Four Color

add \$7/ column inch

The Gonzaga Bulletin

\$720 open rate BW
\$1,140 open rate 4C

6 col x 10 in



The Gonzaga Bulletin

\$360 open rate BW
\$570 open rate 4C

3 col x 10 in

3 col x 5 in

The Gonzaga Bulletin

\$360 open rate BW
\$570 open rate 4C

6 col x 5 in

The Gonzaga Bulletin

\$180 open rate BW
\$285 open rate 4C

2 col x 7.5 in

2 col x 4 in

\$96 open rate BW
\$152 open rate 4C

COLUMN WIDTH	
One column	1.56"
Two columns	3.22"
Three columns	4.88"
Four columns	6.50"
Five columns	8.20"
Six columns	9.88"

ZAG FAVORITES

SPECIAL SECTIONS AND EDITIONS

Zag Family Weekend Edition is picked up by an additional **4,000-5,000 family members** who visit Gonzaga and the Spokane community during the first weekend of October.

Basketball Season Preview, WCC Preview & NCAA Preview are popular with the entire Gonzaga community.

Best of Guide Section highlights GU student voted best spots around Spokane. This is a BOGO purchase and runs in the May Graduation and the August Mail Home editions.

Special Section Price
2 col x 4" four color = \$225

The Gonzaga Bulletin



GO ZAGS PLACARDS

Your business can sponsor the back of this full color placard. This Zag fan favorite features a rally cry on the front. Distributed in the Gonzaga Bulletin during basketball season.

Price \$1,500
Quantity 2,600 copies
Dimensions with bleed: 11"w x 8.5"h
Copy area: 10.5"w x 8'h





ZAGFAN POSTERS

This is a full page, four color, newspaper sheet with a Zag cheer on the front and your sponsorship ad on the back. ZagFan Posters will be inserted into the Bulletin before home basketball games.

Price \$1,200

Quantity 2,600 copies

Dimensions: 20"w x 9.875"h

CAUGHT READING!?

The Gonzaga Bulletin



Last week's winner, **Zack Rosse**, won a \$25 gift card to Senior Froggy!

Your Checklist to WIN every Thursday:

- ☑ Grab The Gonzaga Bulletin
- ☑ Get Caught Reading
- ☑ **Win a Gift Certificate!**

Last Week's "Caught Reading" Promotion sponsored by Senior Froggy!

AD SPACE

2 col x 2.5"

CAUGHT READING

Make your business a prize to be won. Caught Reading is a campus favorite. Every week, one lucky student is "caught reading" the Bulletin and receives a \$25 gift card or credit to your business. Weekly winners and sponsors are highlighted in the following week's issue of The Gonzaga Bulletin. This is a great way to get students to experience your business.

Price \$75 plus \$25 gift certificate

ADVERTISING FLYERS & INSERTS

Advertisers are responsible for printing their flyer or insert and delivering them to our publisher:

Target Media NW
13026 W. McFarlane Rd., Bldg D-2
Airway Heights, WA, 99001

Inserts are due to the publisher the Monday prior to the run date. A copy of your flyer or insert must be approved by the Advertising Manager prior to publication.*

*Restrictions may apply

Price \$300 per issue

Quantity 2,600 copies

Maximum size: 11"w x 12"h

Minimum size: 5.5"w x 5.8"h

CONTENT MARKETING

BRANDED CONTENT

Let Gonzaga Student Media help tell your business story by creating timely and relevant content that is entertaining, informative and valuable to your audience. We can write articles or create infographics that will tell your story in a fun and creative way. Articles include one photograph. Your content will appear in print and online. Base price: \$400 per article/infographic. Ask your advertising executive for full pricing details.

SPONSORED CONTENT

Gonzaga Student Media has sponsorship opportunities in the Gonzaga Bulletin newspaper. Your ad will appear in one of the following locations:

Front Page Bottom Banner Sponsor \$500 per week

Sports Page Bottom Banner Sponsor \$350 per week

Savor Dining Guide \$500 to have your product photo appear on the cover or table of contents.

NATIVE ADVERTISING

Run a fun “BuzzFeed” like post with animated gifs on the Bulldog Blog website. Base price: \$250 per post. Ask your advertising executive for pricing on our multimedia products.



www.gonzagabulletin.com

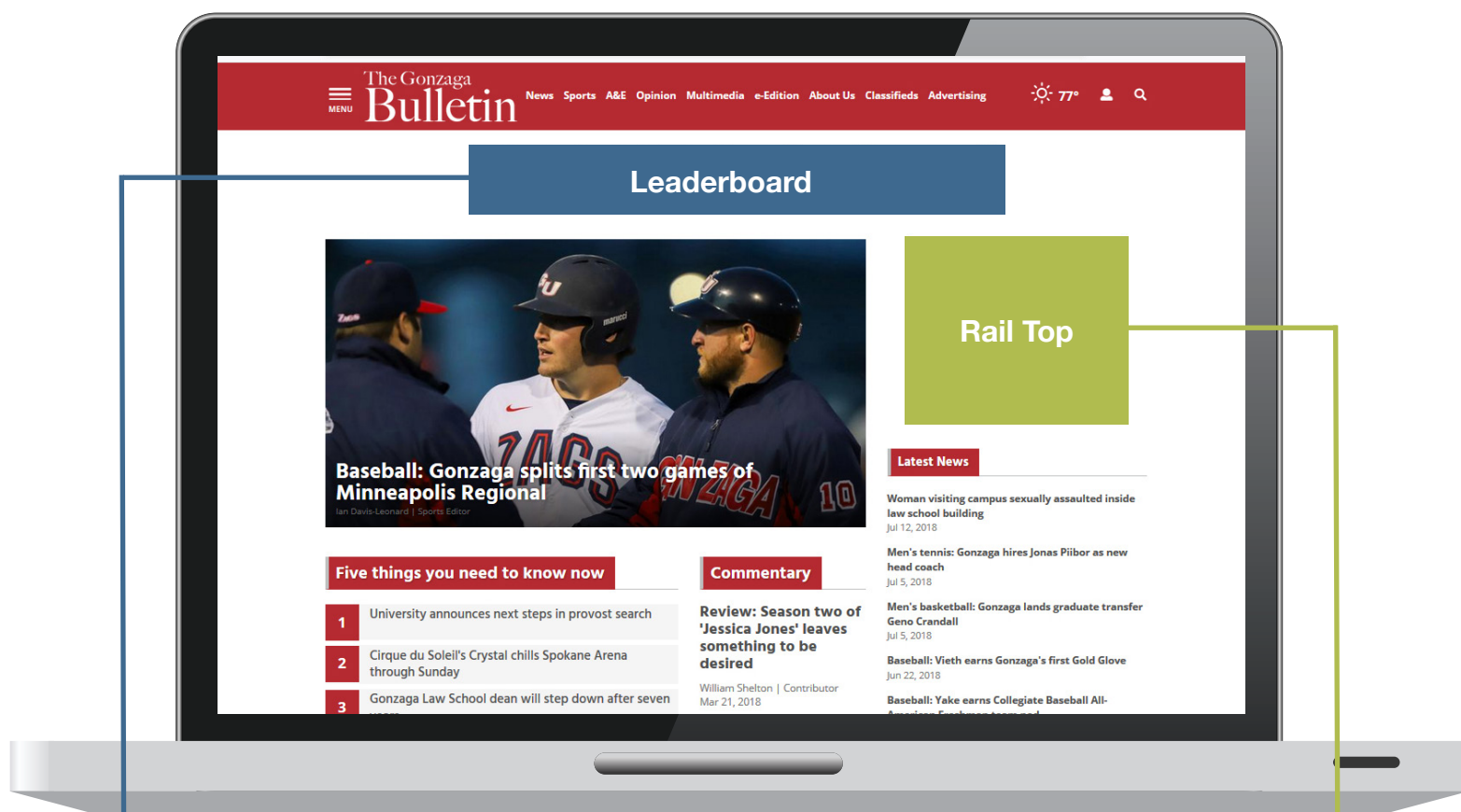
[@thegonzagabulletin](https://www.instagram.com/thegonzagabulletin)

www.facebook.com/gonzagabulletin

[@GonzagaBulletin](https://twitter.com/GonzagaBulletin)

www.soundcloud.com/gonzagabulletin

ONLINE



LEADERBOARD

728 x 90 pixels

\$200 for one month, ROS

RAIL TOP

300 X 276 pixels

\$125 for one month, ROS

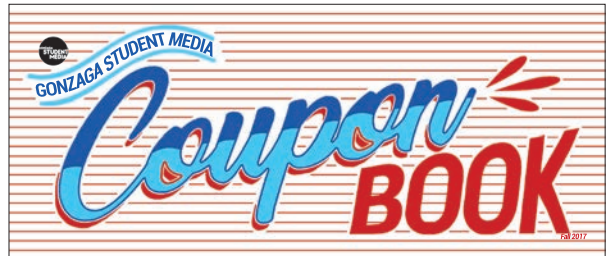
CLASSIFIEDS

Classifieds run online and in print. Our Classifieds section is the perfect place to list job openings, apartment and house rentals and items for sale. Visit www.gonzagabulletin.com/classifieds to place your ad or for more information email classifieds@gonzaga.edu.

COUPON BOOK

Gonzaga students love getting deals. The Student Media Coupon Book will get your offer in the hands of Zags. Fall coupon books are given to each freshman at check-in and hand distributed to upperclassmen during the first week of school. Spring distribution is a great time to get students back into your business after the long winter break. Spring coupon books are distributed by hand during the first week of spring semester.

Quantity 4,000



PRICES

1 coupon fall or spring issue	\$300
1 coupon fall and spring issue	\$500
Premium placement fee	\$100

*Ask your accountant executive for details.

Size with Bleeds 8.75"w x 3.75"h

Finish Size 8.25"w x 3.25"h

Ad Copy Area 5.75"w x 3.15"h

Coupon Copy Area 2"w x 3.15"h



Copy Area 5.75" x 3.15"

Copy Area 2" x 3.15"

WEEKLY EVENTS CALANDER

The weekly calendar in the Bulletin publicizes on and off campus events. This highly read page in the Bulletin is available for your sponsor ad. The four color sponsor ad space includes a calendar listing for two consecutive weeks. (Listing has a maximum 25 word limit)

Size 9.88"w x 2"h
Price \$228



SAVOR DINING & CHEERS & ENTERTAINMENT GUIDE

Savor Dining Guide with our new Cheers and Entertainment listings is our magazine-style entertainment publication that promotes your business and gives you the opportunity to build relationships with the Gonzaga community. Savor debuts during ZagFam Weekend in October when we welcome an additional 4,000-5,000 visitors to Spokane. Savor is also distributed during the year at Graduation, summer camps/conventions and at fall Orientation. Unlike other dining guides, Savor offers you a sponsored listing ad that allows you to share more information about your business.

PRICES

Full Page Sponsor Listing and Full Page Display	\$550
Full Page Sponsor Listing OR Full Page Display	\$450
Half Page Sponsor Listing and Half Page Display	\$450
Half Page Sponsor Listing OR Half Page Display	\$350
Premium Placement Fee	\$100
Cheers & Entertainment Listing	\$100

Full page display 5.875"w x 8.875"h (trim or finish size 5.375"w x 8.375"h)
Half page display 5.875"w x 4.187"h (trim or finish size 5.375"w x 4"h)
All artwork needs .25" bleed allowance.



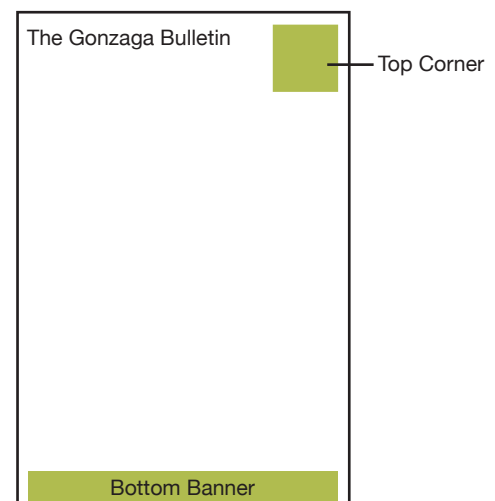
FRONT-PAGE ADVERTISING

Make your business the first thing readers see when they pick up the Gonzaga Bulletin. Front-page ads are 4-color, premium placement spots that offer high visibility and value to you and our readers.*

PRICES

Top Corner 2.75" x 2.75"	\$250 per week
Bottom Banner 6 column x 2"	\$500 per week

*The Student Media Advertising Office reserves the right to cancel, reschedule or relocate a front-page advertisement in the event of sensitive front-page content.



JULY

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

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	

SEPTEMBER

S	M	T	W	T	F	S
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30						

OCTOBER

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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			

NOVEMBER

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
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DECEMBER

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23	24	25	26	27	28	29
30	31					

JANUARY

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27	28	29	30	31		

FEBRUARY

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24	25	26	27	28		

PUBLICATION DATES

2018-2019

SPECIAL PUBLICATIONS & PRODUCTS	
Regular Publication	Bulletin Freshman Mail Home Issue 8-9-2018
Special Publication	Orientation Issue 8-23-2018
Spring Coupon Book Ad Deadline	Zag Family Weekend Issue 10-4-2018
Student Planner Ad Deadline	Basketball Season Preview Issue 11-15-2018
	Christmas Gift Guide BOGO 11-25 & 12-6-2018
	Valentine's Gift Guide BOGO 1-31 & 2-7-2019
	WCC Preview Issue 2-28-2019
	NCAA Tournament Issue 3-7-2019
	Post Grad Issue 4-11-2019
	Student Planner Ad Deadline 6-21-2019

MARCH

S	M	T	W	T	F	S
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24	25	26	27	28	29	30
31						

APRIL

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21	22	23	24	25	26	27
28	29	30				

MAY

S	M	T	W	T	F	S
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26	27	28	29	30	31	

JUNE

S	M	T	W	T	F	S
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23	24	25	26	27	28	29
30						

TERMS, POLICIES, AND CONDITIONS

BULLETIN CONTRACT AND ARTWORK DEADLINE

Friday at 5PM, 6 days prior to publication

PREPAYMENT DEADLINE

Minimum of 4 days prior to publication. Unpaid ads will not run.

ARTWORK REQUIREMENT

All ads received must be camera-ready, hi-res PDF, EPS, TIFF, or JPEG files in CMYK or GRAYSCALE color space. Please embed all links and fonts. Student Media is not responsible for typographical errors on ads provided and/or proofed by the advertiser.

PAYMENT POLICY

All advertising is payable in advance, unless the advertiser has completed a credit application and credit has been approved. Student Media has the right to withdraw or restrict credit. Student Media accepts cash, check, Visa, or Mastercard. All reserved ads cancelled 6 days or less prior to the publication date will be financially liable for the space reserved.

ACCEPTANCE

Gonzaga Student Media reserves the right to reject any advertising that violates our Advertising Policy or runs contrary to the mission of the University. All advertisements, insertions or other promotions must be reviewed by the advertising manager prior to publication. For any questions, ask your account executive.



DISTRIBUTION LOCATIONS



CONTACT US

Ad Office 509-313-6825
Adviser 509-313-6875
adoffice@gonzaga.edu
classifieds@gonzaga.edu

STUDENT MEDIA
502 E. Boone Ave, AD Box 94
Spokane, WA 99258
www.gonzagabulletin.com