CHASING POWER

5,041 total undergraduates

$3,648 average spent in a year per student*

Spending per month

- 42% on Food
- 10% on Personal Care
- 15% on Entertainment
- 15% on 21+ Entertainment
- 9% on Clothing
- 8% on Transportation

Gonzaga students spent over $18 million last year**

*The survey was administered to Gonzaga undergraduate students only from 5/3-5/26/2016. Does not include: graduate, doctoral or law school students. This is the average amount a student spends after necessities. **Figure based on 5,041 undergraduates spending $3,648 per year.
**Prices**

Inserts $300 per issue, quantity 3,000  
“Go Zags” Placard $1,500  
ZagFan Poster $1,200  
Caught Reading $75 plus $25 gift certificate  
Snap the Ad $310  
Special Section (4C) $225 see pages 7-8  
Puzzle Sponsorship $60/ week, $160/month

For details ask your account executive.
Rates

Display Ads:
- Open rate: $12/ column inch
- Nonprofit rate: $9/ column inch
- Four color: add $7/ column inch

Classifieds:
visit www.gonzagabulletin.com/classifieds

Column Width

- One column: 1.56"
- Two columns: 3.22"
- Three columns: 4.88"
- Four columns: 6.5"
- Five columns: 8.2"
- Six columns: 9.88"
**Bulldog Bargain Coupon Book**

**Prices + Sizes:**

1/3 Page 4 color coupon                        $300
1/3 Page 4 color coupon bundle-fall and spring editions $500
1/3 Page 4 color coupon & 5 tweets @bulldogbargain   $400
1/3 Page 4 color coupon bundle & 5 tweets @bulldogbargain & one bulldog bargain event $800

Ask your account executive for bundle price information

Sizes

Coupon Ad Size: 5.75” w x 3.15” h
Tear-off Coupon Size: 2” w x 3.15” h

---

**Savor Dining and Entertainment Guide**

**Prices + Sizes:**

Full Page Listing and Full Page Display            $550
Full Page Listing and Half Page Display            $500
Full Page Listing or Display                       $400
Half Page Listing and Half Page Display            $400
Half Page Listing or Display                       $300
Upgrade to centerfold placement add               $100

Sizes

Full page display: 5.875” w x 8.875” h (trim size 5.375” w x 8.375” h)
Half page display: 5.875” w x 4.187” h (trim size 5.375” w x 4” h)

*All artwork needs full bleed*
Campus Directory

**Premium Placements** Full Color ads and include bold listing.

**Prices + Sizes:**
- Full Page Premium (7.5” w x 10” h) $3,000
- 1/2 Page Premium (7.5” w x 4.75” h) $1,600
- 1/4 Page Premium (3.625” w x 4.875” h) $850

Premium placement renewal guarantee date: July 10, 2015

**Business Directory & Bold Listing:** B&W ads and include a free bold listing.

**Prices + Sizes:**
- Full Page (7.5” w x 9.75” h) $1,200
- 1/2 Page (7.5” w x 4.75” h) $800
- 1/4 Page (3.5” w x 4.75” h) $550
- 1/8 Page (3.5” w x 2.75” h) $350
- 1/10 Page (3.5” w x 1.75” h) $225
- Bold Listing $150

Fall Family Weekend Program

**Prices + Sizes:**

- *Full Page Back Cover* $1,800
- *Full Page Inside Front/Back* $1,500
- Half Page Vertical $600
- Half Page Horizontal $600
- Quarter Page Vertical $400
- Quarter Page Horizontal $400

*Premium Placement

**Sizes**
- Full Page: 8” w x 10.25” h
- Half Page Vertical: 3.75” w x 10.25” h
- Half Page Horizontal Ad: 8” w x 5” h
- Quarter Page Vertical Ad: 3.75” w x 5” h
- Quarter Page Horizontal Ad: 8” w x 2.4” h
### Student Planner 7/1
Students use this academic calendar and campus resources throughout the entire school year.

### Parent and Family Guide 7/8
This is a comprehensive guide for parents and families as they journey through the year with their student.

### Bulldog Bargain Coupon Book 7/29, 12/2
Due to student demand, the coupon book will be printing a fall and spring edition. This is the place for your business to highlight student specials.

### Bulletin Mail Home Edition 8/4
The first paper of the 2016-2017 academic year is mailed to the homes of all incoming first year students and all returning second year students.

### Bulletin Orientation Edition 8/25
Over 1,300 first year students, their parents and families are in Spokane. This is their second introduction to the campus newspaper and Spokane.

### Savor Dining & Entertainment Guide 8/26
Savor is the guide for Zags and their families to find the best food and entertainment in Spokane and the surrounding area. Additionally Savor will be available online to increase its reach.
Campus Directory 9/2
This directory is distributed to Gonzaga students, faculty and staff to serve as a year-long resource.

Fall Family Weekend Special Section 10/6
This event welcomes an additional 4,000 visitors to Spokane. This paper is picked up by the parents, family members, friends and students.

Fall Family Weekend Program 10/7
Boost your marketing presence by being in this family guide for activities on and off-campus, and much more!

“Think Pink” Special Edition 10/13
“Think Pink” is our Breast Cancer Awareness issue and is printed on pink newsprint.

Basketball Season Preview Special Section 11/17
Basketball Season Preview marks the beginning of the long-awaited basketball season for Zag fans. This edition highlights the upcoming men’s and women’s season.

Christmas Gift Guide Special Section 12/1
Christmas Gift Guide is a great resource for students seeking gift ideas for the upcoming holiday season before they head home on break.

For details ask your account executive.
Valentine’s Day Gift Guide Special Section 2/2/17, 2/9/17
Zags love romance… and deals! This section presents students and staff with suggestions on what they might want to do for the special someone in their life.

Basketball WCC Special Section 3/2
The WCC tournament creates a special atmosphere in the Gonzaga community. The men’s team has won the tournament 14 out of their last 18 seasons, and the women’s team has won 6 out of their last 10 seasons. Needless to say, Zags support our teams!

Basketball NCAA Special Section 3/23
As one of America’s favorite months for sports, March brings Zag fans together. The NCAA edition includes a bracket for Zags to complete and follow along as the basketball madness unfolds.

Post Grad Special Edition 4/13
This is specifically geared toward graduating seniors. We highlight education, occupation and volunteer opportunities for Gonzaga seniors.

Best of Guide Special Section 5/4
The Best of Guide highlights Spokane’s best spots as voted by GU students every spring. Our “Best Of” winners are featured in both this issue and in the August 2017 Mail Home Edition.
Zag Fan Posters
Full page, four color, newspaper sheet with a Zag cheer on the front and your sponsorship ad on the back. Zag Fan posters will be inserted into the Bulletin before home basketball games.

“Go Zags” Placards
Your business can place their ad on the back of this four color placard. This Zag fan favorite features “Go Zags” on the front and is distributed in the Gonzaga Bulletin during basketball season or times of celebration.

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 Gonzaga Bulletin and receives a $25 gift card to your business. Weekly winners and advertisers are highlighted in the following week’s issue of The Gonzaga Bulletin. This is a great way to get students to experience your business.

Snap the Ad
Get Zags in your door! Our community is connected to their phones. Snap the Ad is a great way to get your deal in their hands. Your advertisement will run in the Gonzaga Bulletin with your Snap the Ad offer. Students will snap a picture of your ad and show you to redeem the deal.

For details ask your account executive.
The Gonzaga Bulletin Online
The Gonzaga Bulletin Online is a great way to reach parents, alumni, prospective students and community members. The Gonzaga Bulletin Online contains exclusive content, photography, podcasts and live updates on breaking news and everything Gonzaga.

Bulldog Bargain
Do you want your product in students hands? Do you want students to experience what your business has to offer? Bulldog Bargain is a promotional package that provides this. By utilizing print, Twitter and Facebook posts students will become aware of your free sample, coupon or discounted offer. The package includes distribution on campus or at your location.

Classifieds
Reach your target audience by placing your classified ad on the Gonzaga Bulletin Online. To increase your reach, bundle your online ad with a printed classified in the weekly newspaper.

Native Advertising/Sponsored Content
The GU Bulldog Blog is Gonzaga’s Blog for entertainment, interviews and everything else.

Audio Spots
The Gonzaga Bulletin Online produces weekly podcasts during the academic year covering sports and news topics. Your audio spot will be featured during the thirty minute podcasts. Podcasts also available through the iTunes store and SoundCloud allowing easy access on computers, tablets and mobile devices.

www.gonzagabulletin.com
www.facebook.com/gonzagabulletin
@GonzagaBulletin
@GUBulletinSprts
www.soundcloud.com/gonzagabulletin
Online Ads:
Leaderboard (728 x 90 px)  $150/ month
Rail Middle (300 x 250 px)  $80/ month

Classifieds:
visit www.gonzagabulletin.com/classifieds for more information
Terms, Policies, 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 be dropped.

**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 Publications 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 Publications has the right to withdraw or restrict credit. Student Publications 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 Publications 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.
CONTACT US

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

Student Publications
502 E. Boone Ave, MSC 2476
Spokane, WA 99258
www.gonzagabulletin.com