



Advertising rate card

About

The Flyer was established in 1973 as Salisbury University's only student newspaper. Each print issue is published in broadsheet format on 27.6 lb. newsprint and in full color. Content sections consist of News, Editorial, Gull Life and Sports.

The Flyer can be found primarily online at **theSUFlyer.com**. Advertising on our website is now available. During the Fall 2018 semester, our website averaged 11,686 views per month.

The Flyer is published monthly during the fall and spring semesters. Approximately 1,000 print copies are distributed to stands in every academic building. *The Flyer* is free for pickup and covers campus and community events, as well as editorial and sports content.

2020 print publication schedule (*tentative*)

- February 13, 2019
- March 13, 2019
- April 10, 2019
- May 8, 2019
- September 18, 2019
- October 16, 2019
- November 13, 2019
- December 11, 2019

Billing and advertisement reservation policies

An invoice, along with a copy of the issue featuring your ad (if asked upon request), will be sent on a monthly basis. Payment is required within 30 days of receipt. A finance charge of 1.5% per month will be applied to the account balance for any outstanding bills of over 30 days. The minimum service charge is \$1.50.

The advertising reservations deadline is **7 p.m. on the Sunday prior to the next publication date**.

Contact and disclaimer information

Your satisfaction is very important to the success of *The Flyer*. If at any time you have a question or problem, please do not hesitate to contact us. It is our primary goal to provide outstanding service.

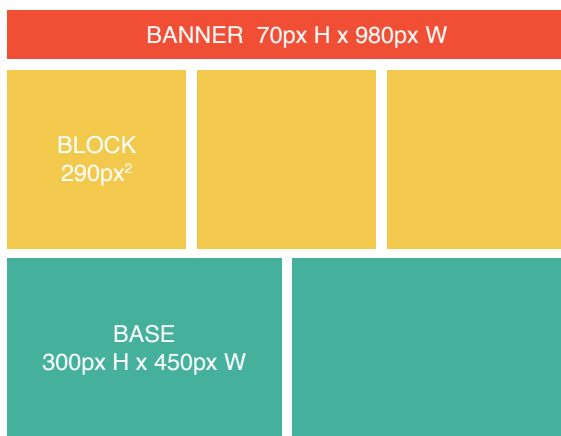
Megan Campbell
Advertising Manager
(240) 707-9540
Flyer@gulls.salisbury.edu

The Flyer reserves the right to refuse any advertisement based on a prior non-payment or late payment status. We reserve the right to refuse any advertisement based on questionable and/or offensive content. We reserve the right to change our advertising rate and/or billing procedure at any time and will provide our advertisers with information regarding such change at proper notice. We reserve the right to designate the placement of all print advertisements. While we will do our best to place your ad in a requested section, a particular position is not guaranteed.

Online ad pricing and sizing

Starting Fall 2018, *The Flyer* will be offering online advertising at its website, **theSUFlyer.com**. Two-week ad terms are obtainable and begin every Monday. A selection of three ad types is available on a first come, first serve basis. In total, there are six ad spaces for potential listing.

- **Banner** – Ad appears at the top of our homepage for prime viewership and potential conversion
 - Link to website or social media profile
 - \$150.00 (*availability limited to 1*)
- **Block** – Ads appear above the fold on our homepage directly below the primary article gallery
 - Link to website or social media profile
 - \$120.00 (*availability limited to 3*)
- **Base** – Ads appear near the bottom of our homepage with an increased display area
 - Link to website or social media profile
 - \$100.00 (*availability limited to 2*)



Print ad pricing and sizing

Size (color)	Single-Run	Multi-Run
Full-page	\$750.00	\$680.00
Half-page	\$375.00	\$340.00
1/3-page	\$265.00	\$240.00
1/4-page	\$200.00	\$180.00
1/8-page	\$70.00	\$60.00
Size (black)	Single-Run	Multi-Run
Full-page	\$680.00	\$650.00
Half-page	\$320.00	\$300.00
1/3-page	\$220.00	\$200.00
1/4-page	\$175.00	\$155.00
1/8-page	\$60.00	\$55.00

