

MANITOU MESSENGER

St. Olaf College's Student Newspaper Advertising Rates 2015-2016

General Information

- The Manitou Messenger is a five-column, broad sheet newspaper (approximately 11.5" wide by 20" high), published 21 times each year.
- Circulation is approximately 3,100 issues per week.
- Issues are distributed throughout the St. Olaf College community and throughout the nation via subscription.
- The publication totals eight pages, and includes five sections: News, Opinions, Sports, Arts & Entertainment, and Variety.
- Color printing is used on the front and back pages.

Terms and Conditions

- Advertising space must be reserved by 5:00 PM on the Friday before the publication date (one week prior).
- Advertisement graphics must be received by the Monday before the publication date. Electronic submission is preferred (send to: mess-advertise@stolaf.edu).
- The Manitou Messenger bills monthly, unless other terms are agreed upon with our business manager prior to publication. One tear sheet will be provided as proof of publication. Additional teach sheets upon request.

Print Ad Rates 2015-2016

	Campus	Regional	National	Color
1/8 page (W11.5" x H10")	\$60	\$75	\$85	\$95
1/4 page (W5.75" x H10")	\$115	\$130	\$160	\$185
1/2 page (W5.75" x H5")	\$215	\$240	\$290	\$340

*The executive editors reserve the right to refuse publication if the advertisement does not comply with the Messenger's policies

Online Advertising

- Ad space may be purchased on the Manitou Messenger's affiliate website, manitoumessenger.com
- Ads will appear in a specified sidebar and will rotate throughout the site's pages
- Ads should be designed 300 x 200 pixels or smaller
- Cost: \$75 per week
- Graphics should be provided in JPG or PNG formats
- Advertisement graphics must be received by the Monday before the print publication date (send to: mess-advertise@stolaf.edu).
- Contact mess-advertise@stolaf.edu with specific questions

Production Schedule

Issues of the Manitou Messenger will be distributed on the following days:

Fall Semester:

Saturday, September 5
Friday, September 25
Friday, October 2
Friday, October 9
Friday, October 23
Friday, October 30
Friday, November 6
Friday, November 13
Friday, November 20
Friday, December 4

Spring Semester:

Friday, February 19
Friday, February 26
Friday, March 4
Friday, March 11
Friday, March 18
Friday, April 8
Friday, April 15
Friday, April 22
Friday, April 29
Friday, May 6

Classifieds

- \$15 for the first 25 words
- 10 cents for each additional word
- 10% discount for 3-4 insertions, 20% for 5 or more

Frequency Discount

- A 10% discount will be given to advertisers that advertise in consecutive issues

Contact Information

- Direct contact: Jessica Pate, Business Manager - 651-324-5494 or mess-advertise@stolaf.edu
- Executive Editor Nick Bowlin and Managing Editor Amy Mihelich - mess-exec@stolaf.edu