OUR PORTFOLIO

The Spectator Publishing Company’s comprehensive portfolio includes three print publications and seven websites. Reaching the Columbia community in a variety of contexts, advertising through our portfolio allows our partners the opportunity to reach students not only as they read campus news, but as they go about everyday tasks, such as printing a paper, looking for a place to eat, finding an event to go to, or even shopping for discounts. Our extensive portfolio is the most direct and effective way for brands and companies to communicate with the Columbia community.

PUBLICATIONS
We produce three journalism outlets: the Columbia Daily Spectator (our daily newspaper), the Eye (our weekly magazine), and Spectrum (our 24/7 blog). This diverse portfolio of publications allows us to reach all niches of the Columbia community.

COURSES@CU
Launched in April 2014, Courses@CU is the comprehensive academic planning tool for students of Columbia. Thousands of students turn to Courses@CU for professor reviews and course advice as they plan out their classes for the upcoming semester and their next few years at Columbia.

EAT@CU
Launching in March 2015, Eat@CU is an iPhone application that will directly connect students with restaurants in the Morningside Heights area. Restaurants can send exclusive push notifications to students through the app about discounts, attracting thousands of students to a specific promotion at any time during the day.

SOCIAL MEDIA
The Spectator Publishing Company maintains active social media accounts on Twitter, Facebook, Instagram, and more. With well over ten thousand followers of our accounts, we constantly are reaching out to the Columbia community, drawing more visitors to our websites and ensuring that more people see your ads.

NEWSLETTERS
Throughout the semester, we send out daily digests of Spectator’s best stories to thousands students and community members. This newsletter, accompanied with two ads, is delivered directly to each subscriber’s inbox, allowing your ad to be viewed when checking email – not just when browsing one of our various websites.
Every day, the Columbia Daily Spectator's readers open its pages to the latest in breaking campus and city news, arts reviews, sports coverage, and provocative editorials. Founded in 1877, Spectator is the only daily newspaper serving the over 60,000 students, faculty and staff of Columbia University, as well as the residents of Morningside Heights and the Upper West Side.

The Columbia Daily Spectator is the nation's second-oldest college daily and is written, edited, and produced by a staff of more than 270 Columbia and Barnard students. On an urban Ivy League campus of hip and intelligent thinkers, Spectator is one of the nation's finest undergraduate newspapers.
SPECTATOR BY THE NUMBERS

50 DISTRIBUTION LOCATIONS IN
DORMS • LIBRARIES
STUDENT CENTERS
FACULTY OFFICES
MEDICAL CENTER
AND THROUGHOUT MORNINGSIDE HEIGHTS

SOCIAL MEDIA PRESENCE
13,000 TWITTER FOLLOWERS
6,800 FACEBOOK LIKES

200+ STAFF MEMBERS
INCLUDING OVER 50 CAMPUS REPS FOR YOUR BUSINESS

$150 MILLION
SPENT BY OUR AUDIENCE ON ITEMS OTHER THAN TUITION

18-22 YEARS OLD
AGE OF MANY SPEC READERS
YOUNG • INFLUENTIAL
INTELLIGENT • EAGER

60,000 STUDENTS, FACULTY,
& STAFF AT COLUMBIA

20,000 LOCAL RESIDENTS OF MORNINGSIDE HEIGHTS

= 1 UNIQUE AUDIENCE
Our website — www.columbiaspectator.com — is wildly popular with students as a source of information about happenings both on and off campus. An online banner is the best option for advertisers seeking wide exposure over any period of time, and that banner will appear both on desktop web pages and mobile web pages.

Online advertising is sold in blocks of impressions, but because of the variability of site traffic, the Spectator will guarantee a week’s duration for the cost of the minimum purchasable number of impressions. **With the purchase of a digital ad slot,**

### Rates and Specifications

<table>
<thead>
<tr>
<th>Cell</th>
<th>Desktop Size (in pixels)</th>
<th>Mobile Size (in pixels)</th>
<th>Cost Per Mille</th>
<th>Cost Per Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>728 x 90</td>
<td>320 x 50</td>
<td>$15.00</td>
<td>$300 per 20,000</td>
</tr>
<tr>
<td>B</td>
<td>300 x 600</td>
<td>300 x 600</td>
<td>$15.00</td>
<td>$300 per 20,000</td>
</tr>
<tr>
<td>C</td>
<td>720 x 300</td>
<td>300 x 250</td>
<td>$15.00</td>
<td>$300 per 20,000</td>
</tr>
</tbody>
</table>
MORE DIGITAL PORTFOLIO COMPONENTS

SPONSORED TWEETS

2 for $100, maximum of 2 per week. Any purchase of or above $1000 total guarantees 2 free sponsored tweets made from the @ColumbiaSpec account with over 13,000 followers.

SPEC NEWSLETTERS

SpecNewsletters is a suite of daily digests of Spectator’s best stories and tips that is delivered to over 5200 subscribers’ inboxes each week. For $200 per week, two leaderboard ads for your business would be displayed prominently in all of our newsletters.
OUR PRINT PORTFOLIO

Print media display advertisements offer a more traditional way to get your message out. We offer a variety of print advertising options to best suit your needs.

<table>
<thead>
<tr>
<th>Rates and Specifications</th>
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</thead>
<tbody>
<tr>
<td><strong>Full Page</strong> 6 col. x 21”</td>
</tr>
<tr>
<td><strong>Half Page</strong> 6 col. x 10.5” or 3 col. x 21”</td>
</tr>
<tr>
<td><strong>Third Page</strong> 6 col. x 7” or 2 col. x 21”</td>
</tr>
<tr>
<td><strong>Quarter Page</strong> 3 col. x 10.5”</td>
</tr>
<tr>
<td><strong>Sixth Page</strong> 3 col. x 7” or 2 col. x 10.5”</td>
</tr>
<tr>
<td><strong>Eighth Page</strong> 3 col. x 5.25” or 2 col. x 7.88”</td>
</tr>
<tr>
<td><strong>Twelfth Page</strong> 3 col. x 3.5”</td>
</tr>
<tr>
<td><strong>Sixteenth Page</strong> 2 col. x 3.94”</td>
</tr>
</tbody>
</table>

**Net Rate Per Column Inch:** $14.00

**Rates Are Per Issue**

<table>
<thead>
<tr>
<th>Color Ad Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>For ads a third page or larger</td>
</tr>
<tr>
<td>For ads a quarter page or smaller</td>
</tr>
</tbody>
</table>

**DEADLINE FOR ALL PRINT ADS:** 4:00 PM, 3 business days prior to publication

**PAGE SIZE:** Broadsheet (12” x 22”); 6 column page

**PRINTING METHOD:** Offset

**REPRODUCTION MATERIAL:** Artwork should be e-mailed to dan@columbiaspectator.com. The preferred formats are PDF (with all fonts embedded), hi-res JPEG, or TIFF (300 dpi). Ads can also be downloaded from web or FTP sites.

**MECHANICAL REQUIREMENTS**

Note: Spectator prints once weekly on Thursdays. We publish online daily.
CLASSIFIED ADS

The Classified Page appears in every issue of the Columbia Daily Spectator. It offers an effective, affordable way to reach University students and staff, as well as neighborhood residents. The page also contains the popular crossword and Sudoku puzzles—features guaranteed to draw the attention of readers.

Classifieds cost $8 for the first 20 words and 25¢ for each additional word. There is a 10% discount for placing an ad 5 times. Deadline for classifieds is 12:00 noon two days prior to publication. Payment for classifieds must be in advance. A classified in the print edition of the paper will appear in the online edition as well.

FREE STANDING INSERTS

The Spectator will accept free standing inserts. The cost is $125 per 1,000 for inserts designed, printed, and delivered to the printer by the advertiser. The minimum run is 1,000, with the maximum being the full run of the paper (currently 5,000, but this figure is subject to change). Insert size is limited to what will fit comfortably within the newspaper’s dimensions—anything up to 11 x 17 is acceptable. There is no standard limit to the number of pages, but the Spectator reserves the right to reject (or charge more for) magazine-type inserts that may complicate delivery of the paper. Free standing inserts should be shipped directly to our printer at the following address:

STELLAR PRINTING
38-38 Ninth Street
Long Island City, NY 11101
Attention: KEN AKULIN

SUPPLEMENTS

A paid supplement inserted into every single copy of the Columbia Daily Spectator and printed on the date of your choice is the most powerful way to capture the attention of your target audience. To help you convey information about your services or events directly to your consumers, Spectator provides a variety of customizable printing options, with prices that can be negotiated to suit your precise needs.

DORM FLYERING

Spectator staff will hand deliver flyers or collateral straight to each student’s dormitory door or post 11in x 17in posters in dorms. Every 200 students flyered would be $75 and every 200 reached by poster would be $60. This is a great, affordable way to gain direct exposure to students and target specific student demographics.
SpecEvents

The Spectator Event Series is presented by the Spectator Publishing Company. Our events offer a unique opportunity for you to advertise your business in a highly personal manner. We offer many different sponsorship packages for each of our events, which can be purchased either on their own or as part of a total exposure package. To request more information about SpecEvents, please see the Contact Information page and send us an email.

FOOD EXPO

Restaurants can come and serve samples of their food to Columbia students, which is a great way for more than 400 students to taste some of your delicious food and for you to advertise your restaurant.

COLUMBIA WOMEN’S LEADERSHIP CONFERENCE

CWLC is a women’s leadership symposium that addresses issues that young women encounter both in college and after graduation. The conference will focus on topics such as college’s role in shaping women and women’s careers in male-dominated fields.

COLUMBIA MEDIA CONFERENCE

CMC includes a series of panels that address topics in the media industry, culminating in a keynote address. We are also now beginning an additional event, the Representing Diversity in Media Conference.

COLUMBIA PRE-MED SUMMIT

The Pre-Med Summit aims to give students a comprehensive overview of medicine. From conversations with various medical professionals, to discussions about the admissions process and pursuing these aspirations, Spectator will help these students affirm or decide if a career in medicine is right for them.
For partners who purchase a substantial advertising package with Spectator, Spectator provides highly tailored consulting and advertising services to meet all of the client’s needs. Some examples of Client Marketing services include the following:

- designated Spectator staff to design their advertisements and develop messaging about their brand.
- designated Spectator staff to serve as campus representatives and to distribute collateral at events across campus.
- flyering services in private campus buildings, such as residence halls.
- access to numerous social media groups and personal social media accounts that can advocate for the client.

**Client marketing is entirely customizable. Please inquire for details.**
TOTAL EXPOSURE PACKAGES

Total exposure packages ensure that your business will leave a grand impression on the Columbia community. With any total exposure package, our entire business staff of more than 50 students becomes your team of campus ambassadors, introducing your product on a personal level to the entire Columbia community.

PLATINUM EXPOSURE PACKAGE
- Full back page color advertisement
- 4 weeks of leaderboard banner (Cell A)
- 4 weeks of vertical box advertisement (Cell B)
- 4 weeks of horizontal box advertisement (Cell C)
- 3 months of SpecNewsletters advertisements
- 5 days of free standing inserts
- Client Marketing
- Platinum Sponsorship Packages for all SpecEvents

$8,999

GOLD EXPOSURE PACKAGE
- Full back page color advertisement
- 2 weeks of leaderboard banner (Cell A)
- 3 weeks of vertical box advertisement (Cell B)
- 2 weeks of horizontal box advertisement (Cell C)
- 2 months of SpecNewsletters advertisements
- 3 days of free standing inserts
- Client Marketing
- Gold Sponsorship Packages for all SpecEvents

$6,999

SILVER EXPOSURE PACKAGE
- Half back page color advertisement
- 2 weeks of leaderboard banner (Cell A)
- 2 weeks of vertical box advertisement (Cell B)
- 2 weeks of horizontal box advertisement (Cell C)
- 1 month of SpecNewsletters advertisements
- 2 days of free standing inserts
- Client Marketing
- Silver Sponsorship Packages for all SpecEvents

$4,999

BRONZE EXPOSURE PACKAGE
- Half back page color advertisement
- 1 week of leaderboard banner (Cell A)
- 1 week of vertical box advertisement (Cell B)
- 1 week of horizontal box advertisement (Cell C)
- 1 month of SpecNewsletters advertisements
- 1 days of free standing inserts
- Limited Client Marketing
- Bronze Sponsorship Packages for all SpecEvents

$2,999
We will refuse to publish advertisements that we judge to be potentially inflammatory, libelous, or offensive. As a general rule, ads where the primary intent is to advance an idea or perspective—essentially a paid editorial—will be deemed inappropriate for publication. Political ads publicizing an event or promoting a book will usually be judged acceptable. The decision on whether or not an ad will be published ultimately rests with the President of the Spectator Publishing Company.