



Spectator

ADVERTISING OPPORTUNITIES

COLUMBIA UNIVERSITY



Media Kit: 2019

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.

EVENTS

The Spectator Publishing company is at the forefront of student engagement on campus, hosting numerous events that bring exciting and fun programs to the Columbia student population. By reaching out to Columbia students at these events, students will associate you as an active member of the Columbia community.

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.



MEET THE COLUMBIA DAILY SPECTATOR.

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.

COLUMBIA DAILY SPECTATOR

FOUNDED 1877 • INDEPENDENT SINCE 1962

Vol. CXXXVII—No. 130

Thursday, December 5, 2013

columbiaspectator.com



NEED SOME SPACE | Samantha Sokol, BC '16 and a Spectrum senior staff blogger, and Noah Morgenstern, CC '15, study in Hamilton.

USenate works to solve space crunch

Senators may open up academic buildings to students after hours

BY RUBY MELLEEN
Columbia Daily Spectator

This semester, University senators are trying to alleviate the space crunch that limits students' studying options during finals season.

The senate has been examining ways to increase study space on campus this semester after data from April's quality of life survey and personal student complaints made it clear that the issue was a priority, University Senator Marc Heinrich, CC '16, said.

matter," he said. Heinrich said spaces that have been discussed include Hamilton and Lerner halls.

While opening up academic buildings after normal class hours would address the inadequate study space, these buildings are inaccessible to most students right now. Certain faculty and staff members have swipe access to Hamilton, but the majority of students do not. Public Safety feels that unregulated access to these empty buildings would be unsafe for students, and the senate agrees.

"Allowing free and unrestricted student access to classrooms or unstaffed buildings after normal business hours is not an appropriate and safe use of University facilities," Daniel Held, the executive director of communications for facilities, said in an email.

"We're more looking at what spaces we would want to have available before contacting Public Safety on the matter."

—Mark Heinrich, CC '16,
University Senator

The long-term solution that the senate is considering is to allow students to study in academic buildings after hours. However, discussions remain in an early phase, and Heinrich said that senators are looking at a variety of alternatives in the meantime.

"We're more looking at what spaces we would want to have available before con-

Print@CU creator to become ESC tech director

BY RANA HILAL
Columbia Daily Spectator

The Engineering Student Council elected Print@CU creator Sam Aarons, SEAS '14, its new director of technology on Monday.

Aarons will assume the position in the spring semester following the resignation of this semester's director, Vanshil Shah, SEAS '15.

Aarons will act as a liaison to Columbia University Information Technology, build tools for the SEAS student body, and push various administrative departments to make data more

"I think I've hit the limit of what I can do on my own without administrative help, outside help, or resources data, which is a huge part," he said. "And I think joining the ESC kind of gives me that leverage, but it also allows me to give back."

One project that Aarons wants to work on is interfacing with the Columbia University Information Technology global print queue, which would allow students to send their documents to a global printer and have them available to print at any location.

"I could see it as something

I have some experience in that domain, and it doesn't seem so hard based on the research I've done," he said.

Print@CU, which is owned by Spectator Publishing Company, is used widely by students to print to campus printers without installing any drivers. Aarons has interacted with the website Everlane, where he created a REST API layer for common actions. He has also developed several projects as a consultant for Rearden Commerce and as an engineering intern for academia.edu.

ESC President Sidhant Bhatt, SEAS '14, said he enjoyed

on the role in his last semester and give back to the Columbia community.

"One of the benefits of joining super late in my Columbia career is that I probably won't get burned out as easily. It's only one semester. It's a known time commitment," Aarons said.

Aarons is currently developing more features for Housing@CU, which he created for a hackathon at Columbia, and he has taken over management of Wik@CU. Aarons also helps run the tech team for Bow.

ESC Vice President of Finance Brian Wu, SEAS '15,



SPECTATOR BY THE NUMBERS

50

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

SOCIAL MEDIA PRESENCE

15,000

TWITTER FOLLOWERS

14,800

FACEBOOK LIKES



200+

STAFF MEMBERS
INCLUDING OVER

50

CAMPUS REPS FOR
YOUR BUSINESS
WITH A TOTAL EXPOSURE PACKAGE

18-22

YEARS OLD

AGE OF MANY
SPEC READERS

YOUNG • INFLUENTIAL
INTELLIGENT • EAGER

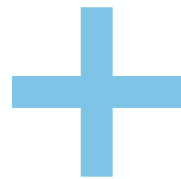


\$150 MILLION

SPENT BY OUR AUDIENCE ON
ITEMS OTHER THAN TUITION

60,000

STUDENTS, FACULTY,
& STAFF AT COLUMBIA



20,000

LOCAL RESIDENTS OF
MORNINGSIDE HEIGHTS



1

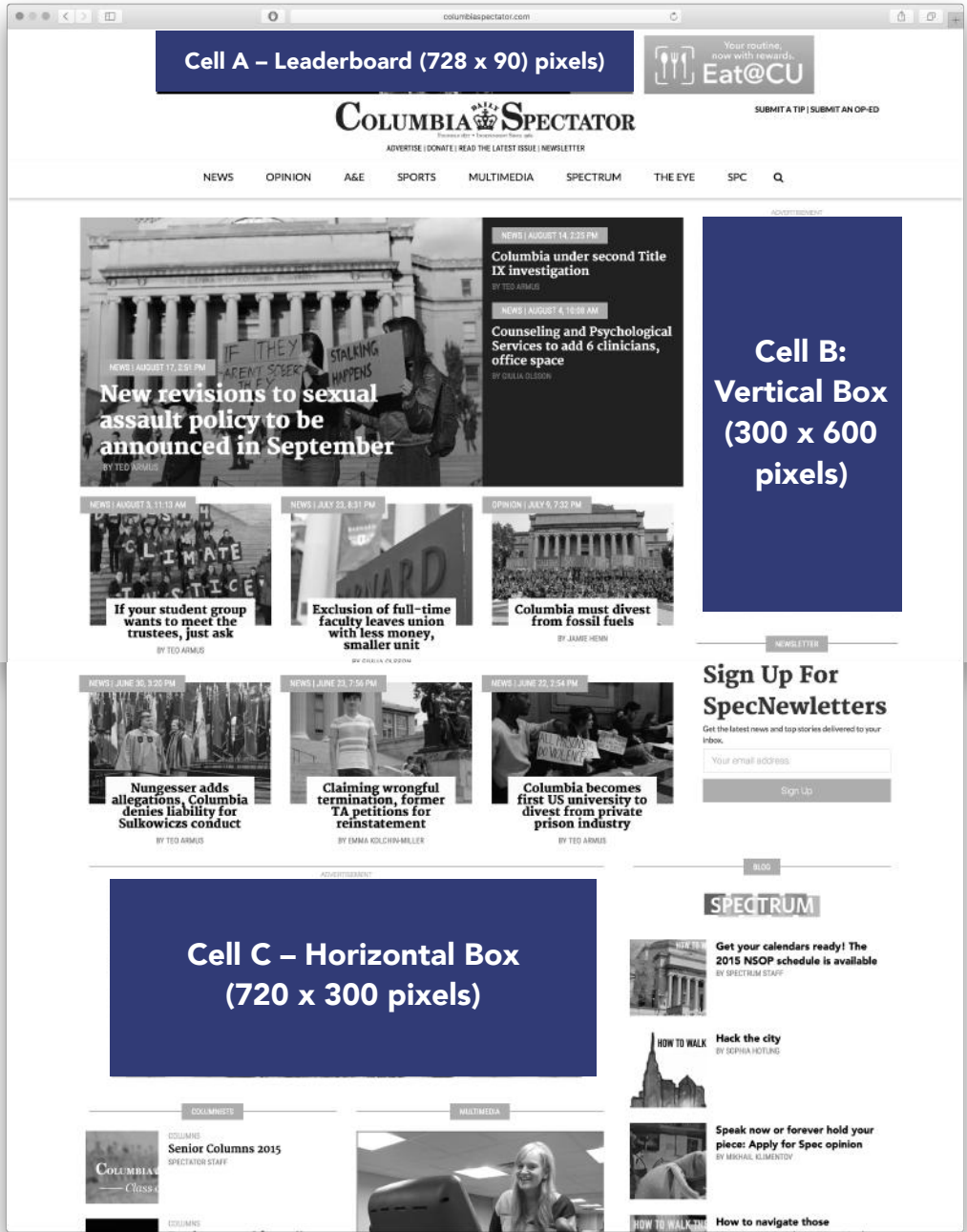
UNIQUE
AUDIENCE

OUR DIGITAL PORTFOLIO

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, we can guarantee that your ad will receive at least 20,000 impressions.**

Rates and Specifications				
Cell	Desktop Size (in pixels)	Mobile Size (in pixels)	Cost Per Mille	Cost Per Impressions
A	728 x 90	320 x 50	\$15.00	\$300 per 20,000
B	300 x 600	300 x 600	\$15.00	\$300 per 20,000
C	720 x 300	300 x 250	\$15.00	\$300 per 20,000



MORE DIGITAL PORTFOLIO COMPONENTS



Columbia Spectator (ColumbiaSpec) on Twitter

Home Connect # Discover Me

Tweets

Following

Followers

Favorites

Lists

Tweet to Columbia Spectator

@ColumbiaSpec

Photos and videos

Who to follow - Refresh · View all

Facebook @facebook Follow

Instagram @instagram Follow

Columbia Spectator @ColumbiaSpec

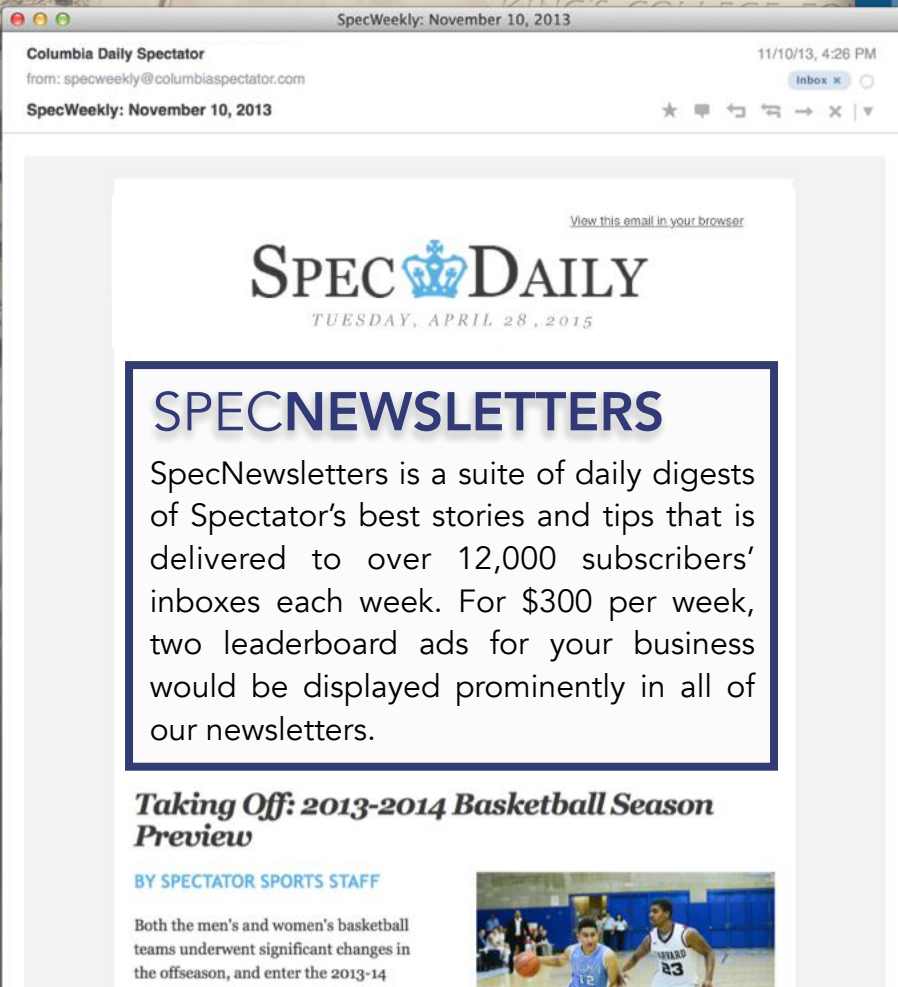
A student newspaper serving Columbia University and the Morningside Heights and West Harlem communities since 1877. | @CUSpectrum | @CUSpecSports | @theyemag New York, NY · columbiaspectator.com

7,329 TWEETS 468 FOLLOWING 10,649 FOLLOWERS

Following

SPONSORED TWEETS

2 for \$100, maximum of 2 per week. Any purchase of or above \$5,000 total guarantees 2 free sponsored tweets made from the @ColumbiaSpec account with over **15,000** followers.



SpecWeekly: November 10, 2013

Columbia Daily Spectator from: specweekly@columbiaspectator.com 11/10/13, 4:26 PM

SpecWeekly: November 10, 2013

View this email in your browser

SPEC DAILY
TUESDAY, APRIL 28, 2015


SPECNEWSLETTERS

SpecNewsletters is a suite of daily digests of Spectator's best stories and tips that is delivered to over 12,000 subscribers' inboxes each week. For \$300 per week, two leaderboard ads for your business would be displayed prominently in all of our newsletters.

Taking Off: 2013-2014 Basketball Season Preview

BY SPECTATOR SPORTS STAFF

Both the men's and women's basketball teams underwent significant changes in the offseason, and enter the 2013-14



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.

Rates and Specifications			
Full Page	6 col. x 21"	126 col. "	\$1,764.00
Half Page	6 col. x 10.5" or 3 col. x 21"	63 col. "	\$882.00
Third Page	6 col. x 7" or 2 col. x 21"	42 col. "	\$588.00
Quarter Page	3 col. x 10.5"	31.5 col. "	\$441.00
Sixth Page	3 col. x 7" or 2 col. x 10.5"	21 col. "	\$294.00
Eighth Page	3 col. x 5.25" or 2 col. x 7.88"	15.75 col. "	\$220.00
Twelfth Page	3 col. x 3.5"	10.5 col. "	\$147.00
Sixteenth Page	2 col. x 3.94"	7.88 col. "	\$110.25

Net Rate Per Column Inch: \$14.00

Rates Are Per Issue

Color Ad Rates	
For ads a third page or larger	Add \$400 to the price above
For ads a quarter page or smaller	Add \$175 to the price above

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



1 Column	1.7861"
2 Column	3.7389"
3 Column	5.6917"
4 Column	7.6444"
5 Column	9.5972"
6 Column	11.55"

Note

Spectator prints once weekly on Thursdays. We publish online daily.

MECHANICAL REQUIREMENTS

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

REPRODUCTION MATERIAL: Artwork should be e-mailed to nima.mozhgani@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.

PRINTING METHOD: Offset

MORE PRINT PORTFOLIO COMPONENTS

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.

CLASSIFIEDS

CLASSIFIED AD RATES:
\$8/20 for first 20 words.
25¢ each additional word.
Ad in all editions \$4.00 extra.
All ads must be pre-paid.
2 business days deadline.
Call 800-9550 for reservations
or fax ad to 800-9553

APARTMENTS
BUYING, SELLING OR RENTING AN apt? Expert negotiators/analysts, with Representation (CCSA, SFR) will save you some time, money and stress for your Real Estate needs. www.realtorshannon.com Email jrb@realtorshannon.com

NO FEE, LOW FEE, FEE APTS
All Manhattan and Williamsburg Doorman CSAs (24/7) always available @Queensville.com Licensed Agents - Cobwell Barker AC Lawrence, Peter and Sarah

EDITING & TYPING
PROFESSIONAL EDITING for Columbia Daily Spectator and academic style except APA, Turabian, MLA, etc. Typing services available. (911) 886-7280.
PROFESSIONAL TYPING & EDITING

EARN \$8000+ CYCLE
NYC healthy women 19-29 needed as egg donors, help someone create a family. Confidential. Reply at MyDonor.net

FOR SALE
DINING TABLE 1.60' x 30' x 30' + 11 3/4' x 31 1/2' x 29 1/2'
- \$129.00
- \$159.00
- \$199.00
22.5' x 14' x 24.5' Call (212) 316-2777

HELP WANTED
COHEN'S FASHION OPTICAL seeks free distributors to represent retail locations throughout NYC. Please call or email for more information. Must be accessible by mass transit. Please do not call or email if you are not interested. Shannon Johnson at shamons@cohensopt.com or call (212) 792-8100 for more information.

PSYCHOTHERAPY
Psychotherapist for individuals and couples dealing with relationship, identity, addiction and reproductive issues. Contact Phyllis Lowmyer, LCSW at (212) 866-3400 or phyllis_lowmyer@gmail.com

SPERM DONOR
\$5000 SPERM DONORS WANTED! Earn up to \$12000/mo and give the gift of family through California Cryobank's of Family Program. Convenient. Modern location. Apply online at: SPERM4BANK.com

SPERM DONORS WANTED
Healthy males between the ages of 18-39. Earn up to \$1600 per week. Call ReproLab, Inc. 202-591-9111, NYC, NY 10018 (212) 779-9988. Email: info@reprolab.com

TATTOO REMOVAL
REACTIVE UNMANNED TATTOOS Board Certified Dermatologist specializing exclusively in Laser Tattoo Removal. Consultations through Clinics of NY.

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:

FIVE STAR PRINTING
107-29 180Street
Jamaica, NY 11433 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 \$150 and every 200 reached by poster would be \$100. This is a great, affordable way to gain direct exposure to students and target specific student demographics. Minimum 1,000 students.

SPEC EVENTS

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 500 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.



CLIENT MARKETING

SPECTATOR'S MOST PREMIUM SERVICE

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)
- 2 weeks of SpecNewsletters advertisements
- 1 days of free standing inserts
- Limited Client Marketing
- Bronze Sponsorship Packages for all SpecEvents

\$2,999

CONTACT INFORMATION

www.specpublishing.com

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Email: noel.martinez@columbiaspectator.com

Classified Advertising:

Ellen Lannon

Phone: (212) 854-9550

Email: ellen@columbiaspectator.com

Marketing and Advertising:

Emily Ndiokho

Phone: (469) 688-9695

Email: emily.ndiokho@columbiaspectator.com

Columbia Daily Spectator • 490 Riverside Dr. • Room 414 • New York, NY 10027

STATEMENT OF POLICY

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.