Columbia Daily Spectator

ADVERTISING OPPORTUNITIES

COLUMBIA UNIVERSITY
OUR PORTFOLIO

Spectator Publishing Company's comprehensive portfolio includes a print publication and three websites. Advertising through our portfolio allows our partners to connect directly with the Columbia community; students are always actively looking for a place to eat, finding an event to go to, and shopping for discounts within our paper. Our extensive portfolio is the effective way for brands and companies to communicate with the Columbia community.

PUBLICATIONS We have three journalism outlets: the Columbia Daily Spectator (our daily newspaper), the Eye (our magazine), and Spectrum (our service journalism blog). Our diverse portfolio of publications allows us to reach all niches of the Columbia community.

EVENTS 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, organizations will be viewed as active members of both the Columbia and Morningside Heights communities.

SOCIAL MEDIA Spectator Publishing Company maintains active social media accounts on Twitter, Facebook, Instagram, and more. With well over 40,000 followers across all social media platforms, we are constantly conducting outreach to the Columbia, Morningside Heights, and West Harlem communities. This online presence draws more visitors to our websites and ensures high visibility for your organization.

NEWSLETTER Throughout the semester, we send out daily digests of Spectator’s best stories to thousands of students and community members. This newsletter, accompanied by one or two advertisements, is delivered directly to each subscriber’s inbox. This ensures that your ad can be viewed while our readers are checking their emails—not just when they browse through one of our publications.
METE THE COLUMBIA DAILY SPECTATOR.

Everyday, 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, faculty, and staff of Columbia, 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 Branard 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

16,200 Twitter followers
17,900 Facebook likes

300+ Staff Members

18-22 Years Old
Age of most 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 PROFILE

FEATURING:

DIGITAL WEBSITE • DIGITAL NEWSLETTER • SOCIAL MEDIA • SPECTATOR BRAND STUDIOS
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 per week!
SPONSORED INSTAGRAM STORIES

Instagram ads are posted as Instagram stories, one for $150.

On Instagram, we (@columbiaspec) have over 8,000 followers, many of whom are students, alumni, and professors.

SPONSORED TWEETS

Two for $100, maximum of two per week. Any purchase of or above $5,000 total guarantees two free sponsored tweets posted by the @ColumbiaSpec account with over 17,000 followers.
Dear readers,

NEWSLETTERS

Spec Newsletters is a suite of daily digests of Spectator’s best stories and tips that is delivered to over 16,000 subscribers’ inboxes each week.

For $300 per week, two leaderboard ads for your business would be displayed prominently in all of our newsletters, which ensure that information about your business is communicated directly to our readers.

FACEBOOK PROMOTIONS

Spectator's Facebook advertising consists of not only the creation of a specialized post promoting your services on Spectator's Facebook page, which has almost 19,000 followers, but also additional promotions of your services and your brand posted on various Columbia class pages. Our Facebook promotions package costs a total of $1,000.
With Spectator Brand Studios, clients work alongside our SBS team to create a sponsored article that will be published by Spectator. This option helps build a more intimate familiarity with our students by letting them get to know your business.

For $1,600, our creative SBS team will work in collaboration with your design team to develop an engaging, sponsored article that remains on our website indefinitely. This is a great opportunity to distinguish your products from what is currently on the market and communicate your narrative with our readership.
OUR PRINT PORTFOLIO

FEATURING:

PRINT AD RATES (BW & COLOR) & SPECIFICATIONS • FREE STANDING INSERTS • SUPPLEMENTS • DORM FLYERING
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 (Black &amp; White)</th>
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<tbody>
<tr>
<td><strong>Full Page</strong></td>
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<tr>
<td><strong>Half Page</strong></td>
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<td><strong>Third Page</strong></td>
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<tr>
<td><strong>Quarter Page</strong></td>
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<tr>
<td><strong>Sixth Page</strong></td>
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<td><strong>Eighth Page</strong></td>
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<td><strong>Twelfth Page</strong></td>
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<td><strong>Sixteenth Page</strong></td>
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Net Rate Per Column Inch: $14.00

Rates Are Per Issue

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<th>Note</th>
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<td>Spectator prints weekly newspaper issues. We publish online daily.</td>
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<th>Color Ad Rates</th>
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<tr>
<td>For ads a third page or larger Add $400 to the price above</td>
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<tr>
<td>For ads a quarter page or smaller Add $175 to the price above</td>
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MECHANICAL REQUIREMENTS

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

**PRINTING METHOD:** Offset

**REPRODUCTION MATERIAL:** Artwork should be e-mailed to sales@columbiaspectator.com, 3 business days prior to publication. The preferred formats are TIFF (300 DPI), PDF (with all fonts embedded), or hi-res JPEG. Ads can also be downloaded from web or FTP sites.
FREE STANDING INSERTS

Spectator accepts free standing inserts. The cost is $125 per 1,000 inserts designed, printed, and delivered to the printer by the advertiser. The minimum run is 1,000 and the maximum is the full run of the paper (which is currently 5,000 but 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 180th Street
Jamaica, NY 11433
Attention: Ken Akulin

SUPPLEMENTS

A paid supplement is inserted into every printed copy of the Columbia Daily Spectator and on the date of your choice. This 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 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 11” x 17” posters in dorms. Every 200 students flyered is $150 and every 200 reached by poster is $100. This is a great, affordable way to ensure direct exposure to students and target specific student demographics with a minimum 1,000 students.
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 client advertisements and develop messaging about their brand.**

**Flyering services in private campus buildings, such as residence halls.**

**Designated Spectator staff to serve as campus representatives and to distribute collateral at events across campus.**

**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.
We will refuse to publish advertisements that we judge to be potentially inflammatory, libelous, or offensive. As a general rule, ads in which 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 Spectator Publishing Company.