



Spectator Publishing Company

ADVERTISING OPPORTUNITIES

COLUMBIA UNIVERSITY



Spectator
PUBLISHING COMPANY

COLUMBIA DAILY **SPECTATOR**
FOUNDED 1877 • INDEPENDENT SINCE 1962



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.



MEET 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 300 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 • INDEPENDENCE SINCE 1966

Vol. CXXXVII—No. 130

Thursday, December 5, 2013

columbiaspectator.com



NEED SOME SPACE: Samantha Subal, BC '16, and a Spectator senior staff member, and Noah Margenau, CC '16, study in Hamilton.

Print@CU creator to become ESC tech director

BY KARA HILAL
Columbia Daily Spectator

The Engineering Student Council elected PRINT@CU creator Kara Hilal, SEAS '16, to new director of technology on Monday.

Aaron will assume the position in the spring semester following the resignation of Discourse director, David Roth, SEAS '15.

Aaron will act as a liaison to Columbia University Information Technology, build ties to the SEAS student body, and push various administrative departments to create data centers

"I think I've hit the limit of what I can do on my own, and I don't want to be a burden on the research I'm doing," he said.

PRINT@CU, which recently won the 2013 ESC Tech Award, is used widely by students to print to campus printers with their own accounts.

Aaron has improved with the website. Everlane, where he created a BEST APP Award for common actions, he has also developed several projects as a consultant for Hamilton Community and as an engineering intern for a company.

"I could see it as something on the side in his last semester and give back to the Columbia community."

USenate works to solve space crunch

Senators may open up academic buildings to students after hours

BY RUBY MCELLEN
Columbia Daily Spectator

This semester, University senators are trying to address the space crunch that limits students' studying options during study sessions.

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

"Allowing free and unrestricted access to classrooms or unused buildings after hours makes it clear why students are currently not permitted to register complaints about study space, and some feel that opening academic buildings could help ease constraints in the library. I often see in my room to avoid waiting the time it takes to find an open seat," Graduate Richardson, CC '14, said. But Hietrich also said the senators if they would want to see

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

Mark Hietrich, 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, discussion remains in an early phase, and Hietrich said that senators are looking for a variety of alternatives in the meantime.

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

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



Spectator
PUBLISHING COMPANY

With the purchase of a digital ad slot, we can guarantee that your ad will receive at least 20,000 impressions per week!

Cell A – Leaderboard (728 x 90 pixels)



FOUNDED BY • INDEPENDENT SINCE 1865
ADVERTISE | DONATE | NEWSLETTER

SUBMIT A TIP
SUBMIT AN OP-ED
ABOUT US

HOME

NEWS

OPINION

A&E

SPORTS

SPECTRUM


THE EYE

MULTIMEDIA

PODCASTS


BRAND STUDIO

SPC




SEE IT

Summer Fellowship Program Application




THE CUBE

The Random Profile Issue



SPECIAL EDITION

Commencement 2022 Edition



LIONCLUBS


Explore clubs on campus

NEWS

Second class-action suit filed against Columbia over U.S. News scandal

BY ZACHARY SCHERMELLE • AUG 9

A second-class-action lawsuit potentially seeking millions of dollars has been filed against Columbia's board of trustees over the University's alleged misreporting of undergraduate data to U.S. News & World Report that led to its July removal from the No. 2 slot on the publication's controversial Best Colleges ranking.



ARTS & ENTERTAINMENT

Max Caffé will close at the end of August after rent increase

BY ISABELLA FARRAN • AUG 9

Max Caffé, located on 122nd Street and Amsterdam Avenue, will close at the end of this month after 19 years of operation. Owner Tony Brusco told Spectator that rent was raised significantly but declined to disclose exact numbers. The café features croissants, an attentive waitstaff, and hot coffee, all conducive to productivity, which has attracted Columbia students for nearly two decades.

NEWS

Bellock to leave Barnard, become Dartmouth College president in 2023

BY IRIE SENTNER • JUL 21

NEWS

Columbia hit with class action lawsuit over U.S. News misreporting allegations

BY IRIE SENTNER • JUL 14

NEWS

Columbia loses No. 2 U.S. News ranking after failing to substantiate data


BY IRIE SENTNER • JUL 9

NEWS

Columbia to release Common Data Set for the first time, won't submit data to U.S. News ranking this year

BY IRIE SENTNER • JUN 20


NEWS



Second-class action suit filed against Columbia over U.S. News scandal

BY ZACHARY SCHERMELLE • AUG 9

ARTS & ENTERTAINMENT



Max Caffé will close at the end of August after rent increase

BY ISABELLA FARRAN • AUG 9

After a demands letter garnered over 1,200 signatures, Columbia changed its RA compensation model. Some say it's not enough.

BY STELLA FAGGUS • JUL 26

Weeks after a Columbia University Resident Advisor Collective letter demanding increased resident advisor compensation and support garnered over 1,200 signatures, Columbia altered its terms of employment to allow RAs to choose between waived housing costs and an increased stipend.

Graduate student on ventilator in ICU after suspected subway attack, NYPD investigating

BY ZACHARY SCHERMELLE AND ISABELLA RAMIREZ • JUL 26

Bellock to leave Barnard, become Dartmouth College president in 2023

BY IRIE SENTNER • JUL 21

Review: 'Layovers' and Ottessa Moattah's affair with the grotesque

BY FERNANDA AGUIRO • JUN 26


Columbia alumni craft NYT recipe series to teach cooking skills to college students

BY BELLA DRUCKMAN • JUN 23

Student singer-songwriters write their bridge to belonging at Columbia

BY AVA ROBERTS • MAY 21

OPINION



Diary of a double agent: My time as an artist and arts journalist

BY ABBY RODNEY • MAY 17


The landscape of my Columbia: A map worth holding onto

BY JADE JUSTICE • MAY 17

Structure: Where ballet and Spectator meet

BY MICHAELA FLEISCHER • MAY 17

SPORTS



Sophomore Maya Letona lands spot on USA Wrestling national team, exemplifying the achievements and ambitions of Columbia women's wrestling

BY BERNARD WANG • JUN 15

Jryr champions: Baseball beats Penn to win conference title

BY MILES SCHOCHNER • MAY 23

Men's basketball lands highly-touted recruiting class

BY MILES SCHOCHNER • MAY 22

Right where I want to be, despite the unfavorable changes

BY MACKENZIE GEORGE • MAY 17

Columbia baseball's historic season ends at NCAA Regionals

BY MILES SCHOCHNER • JUN 15

Cell B – Vertical Box (300 × 600 pixels)

Cell C – Horizontal Box (720 × 240 pixels)

SUBMIT A TIP
SUBMIT AN OP-ED
ABOUT US

HOME

NEWS

OPINION

A&E

SPORTS

SPECTRUM


THE EYE

MULTIMEDIA

PODCASTS


BRAND STUDIO

SPC




SEE IT

Summer Fellowship Program Application

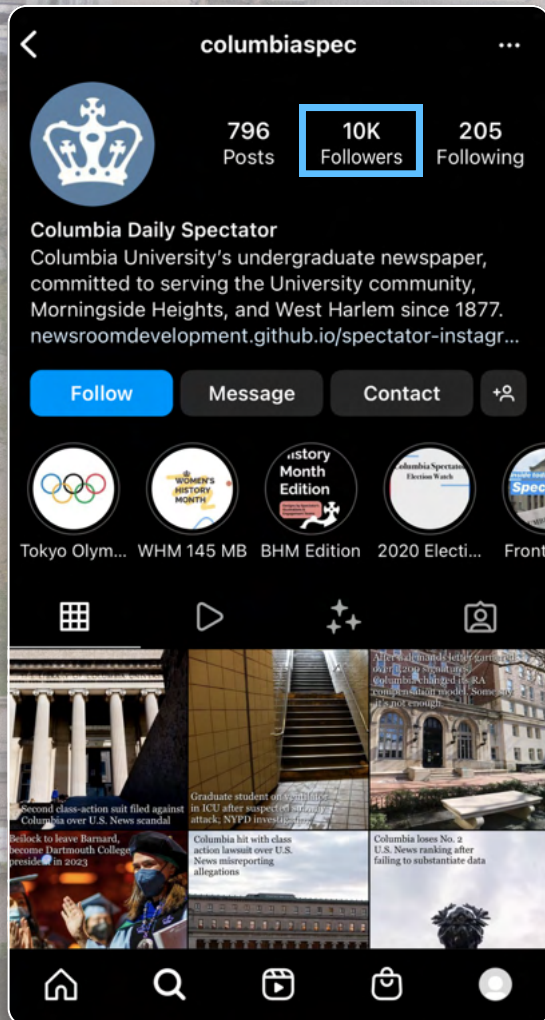


THE CUBE

The Random Profile Issue



INSTAGRAM & TWITTER



SPONSORED INSTAGRAM STORIES

Instagram ads are posted as Instagram stories, one for \$200.

On Instagram, we (@columbiaspec) have over **10,000 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.

NEWSLETTER & FACEBOOK

COLUMBIA SPECTATOR
FOUNDED 1877 • INDEPENDENT SINCE 1962



March 24th, 2021

[Newsletter Advertisement]
728 x 90 pixels

April 3, 2021

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 \$400 per week, one leaderboard ad 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.

Columbia Daily Spectator
@columbiaspectator · ★ 4.9 (40 reviews) · Newspaper

Use app
itunes.apple.com

Home Videos Photos Instagram More

Liked Message

About See all

- News, sports, and entertainment coverage for the Morningside Heights community in New York City since 1877.
- The Columbia Spectator, founded in 1877, delivers news and information daily to thousands of readers around Columbia, Morningside Heights, and West Ha... See more

18,011 people like this
18,927 people follow this

<http://www.columbiaspectator.com/>
(212) 870-6970
Send message
editor@columbiaspectator.com
Newspaper

FACEBOOK PROMOTIONS

Spectator's Facebook advertising allows for direct reach to our followers. The Spectator Facebook page has over 19,000 followers, and class-specific pages are followed by currently enrolled students. For a package of \$400, specialized promotions will be posted across all class-specific pages. Promotions on Spectator's Facebook page will cost \$100 per post.

OUR PRINT PORTFOLIO

FEATURING:

PRINT AD RATES (BW & COLOR) & SPECIFICATIONS •
FREE STANDING INSERTS • SUPPLEMENTS • DORM FLYERING



Spectator
PUBLISHING COMPANY

OUR PRINT PORTFOLIO

Print media display advertisements offer a more traditional way to get your message out.

Spectator offers a variety of print advertising options to best suit your needs.

Rates and Specifications (Black & White)

Full Page	6 col. x 21"	126 col. "	\$1764.00
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



Column Measurements

1 column	1.7861"
3 column	5.6917"
6 column	11.55"

Color Ad Rates

(add to Black & White rates leftward)

For 1/3 page size or larger	+\$400
For 1/4 page size or smaller	+\$175

Net Rate Per Column Inch: \$14.00

Rates Are Per Issue

Note: Spectator prints **bi-weekly** newspaper issues. We publish online **daily**.
To receive a complete schedule of our Spring 2023 print dates, please inquire at sales@columbiaspectator.com.

MECHANICAL REQUIREMENTS

PAGE SIZE: Broadsheet (12" x 22"); 6 column page | **PRINTING METHOD:** Offset

CREATIVES: 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.

ADDITIONAL PRINT COMPONENTS

FREE STANDING INSERTS

Spectator accepts free standing inserts. The cost is **\$250 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 subject to change per issue). 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: Debbie Somwaru

FLYERS

Spectator staff will distribute your printed flyers directly to student dorms and/or hand-deliver them to students for **\$1 per flyer**, with a minimum order of 200 flyers. This is a great way to ensure direct exposure to undergraduate students on campus.

POSTERS

Posters will be displayed in student residence halls and academic buildings across campus for a cost of **\$150 per 5 posters** (size: 11" x 17"). This is an affordable way to flexibly target particular class years and increase brand exposure to your target audience.

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 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.

CONTACT INFORMATION

Marketing and Advertising:

Angela Chea, *Revenue Director*

Phone: (917) 704-6552

Email: angela.chea@columbiaspectator.com

General Business Inquiries:

Tyler Shern, *Publisher*

Phone: (510) 509-0819

Email: tyler.shern@columbiaspectator.com

STATEMENT OF POLICY

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.