

# WASHINGTON SQUARE NEWS

NYU's Daily Student Newspaper • nyunews.com

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## Local Rates 2012-2013 Academic Year Effective Aug. 1, 2012 – Aug. 1, 2013

Display Ads	Cost	Details
Open	<b>\$15.71</b>	NYU Departments & NY Metro area businesses
Pick-Up	<b>\$14.15</b>	1+ run per week, 2+ weeks in a row min. Same Artwork
Ten-Run	<b>\$10.48</b>	10 Runs Within One Semester, Artwork changes allowed
One Color Fee	<b>\$150.00</b>	All Sizes
Full Color Fee	<b>\$250.00</b>	All Sizes
Front Page Ad - 1 day	<b>\$250.00</b>	1.25" x 10" / Full color included
Front Page Ad - 4 days	<b>\$800.00</b>	1.25" x 10" / Full color included
Sudoku/NY Times	<b>\$1000.00</b>	3" x 3" grayscale only, reserve 1 day p/week
Crossword Sponsorship	<b>Or \$100.00each</b>	For Fall 2012 Semester, Call for Availability
<b>Online Ads</b>		Nyunews.com averages 200k impressions per month
20,000 imps	<b>\$220.00</b>	Choose between 728x90 or 300x250 ads
10,000 additional imps	<b>\$110.00</b>	90 kb max size; animation OK; save as RGB
		Buy 50k impressions, receive 10k FREE!
E-News	<b>\$150.00</b>	560 x 110 pixels; 90kb max; Call Ad-Office for Bulk Rate
Text Links Available		Html link, contact Greg Edson greg@oncampusave.com
<b>Free Standing Insert</b>	<b>\$875.00</b>	Flat charge for 5,500 run
		Advertiser responsible for creation & delivery to printer
<b>Newsstand Poster</b>	<b>\$2,000.00</b>	2 Week Reservation; Call for Availability
		Ten (17"x21") Full Color posters included
		WSN covers printing & placement of posters

Rates Approved by:

Rebecca Ribeiro, *Washington Square News* Business Manager (212.998.4967)

Questions? Email sales@nyunews.com. Call us at 212.995.3791.