

2019

THE VILLANOVAN

Media Guide

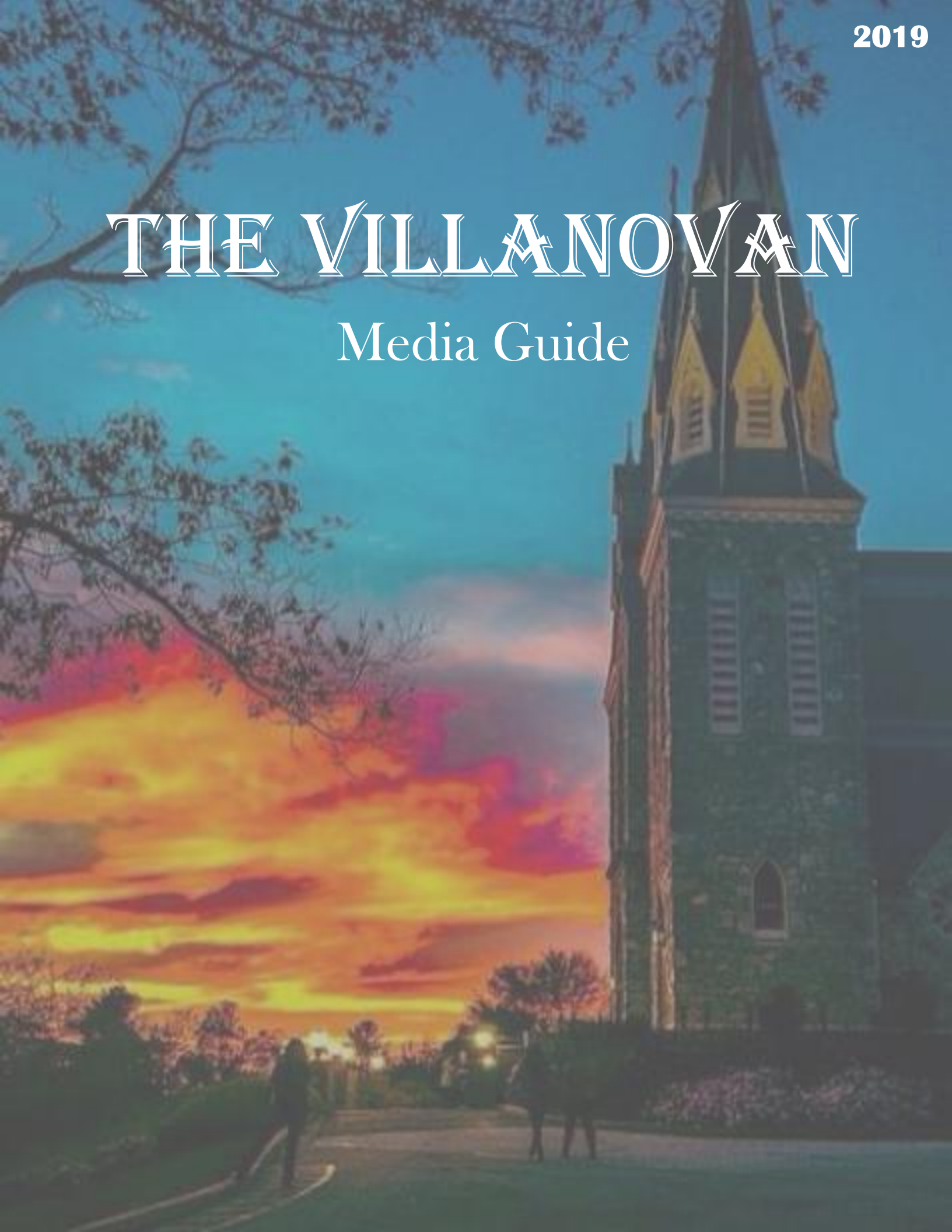




TABLE OF CONTENTS

1	About Us
2	External Rates
3	Villanova University
4	Rates Student Groups
5	Rates Our Magazine
6	Policies and Procedures

ABOUT US

The Villanovan has been the student-run weekly newspaper for the Villanova community since 1916. The Villanovan circulates at least **1,500 copies** around campus during the semester. The Villanovan is laid out on Tuesdays and published and distributed on Wednesdays.



The First Student Staff of The Villanovan, 1916.

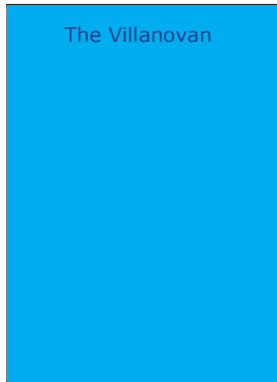


Current Staff of The Villanovan, 2019.



EXTERNAL RATES

Full Page



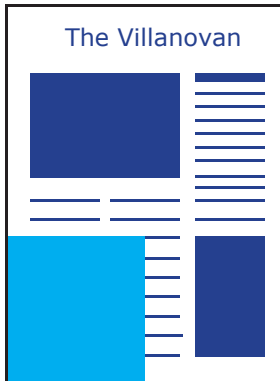
\$750 (color)
\$675 (b&w)
10 x 15 in.

Half Page



\$450 (color)
\$375 (b&w)
10 x 7.25 in.

1/4 Page



\$300 (color)
\$225 (b&w)
4.75 x 7 in.

1/8 Page



\$140 (color)
\$75 (b&w)
4.75 x 3.5 in.

Banners



Front Page or Back Page
\$550 (color)
10 x 2.5 in.

 = Size of Advertisement

VILLANOVA UNIVERSITY OFFICE & DEPARTMENT RATES

Full Page



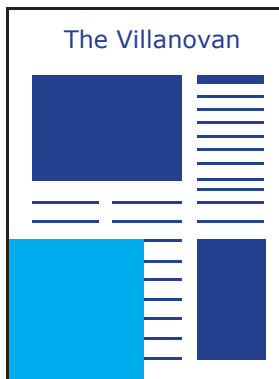
\$675 (color)
\$600 (b&w)
10 x 15 in.

Half Page



\$375 (color)
\$300 (b&w)
10 x 7.25 in.

1/4 Page



\$250 (color)
\$175 (b&w)
4.75 x 7 in.

1/8 Page



\$110 (color)
\$70 (b&w)
4.75 x 3.5 in.

Banners



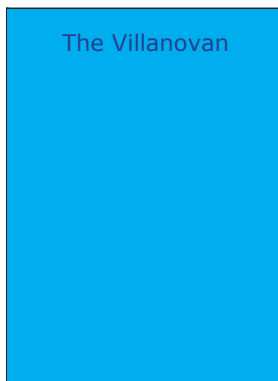
Front Page or Back Page
\$475 (color)
10 x 2.5 in.

 = Size of Advertisement



STUDENT GROUPS RATES

Full Page



\$500 (color)
\$425 (b&w)
10 x 15 in.

Half Page



\$300 (color)
\$225 (b&w)
10 x 7.25 in.

1/4 Page



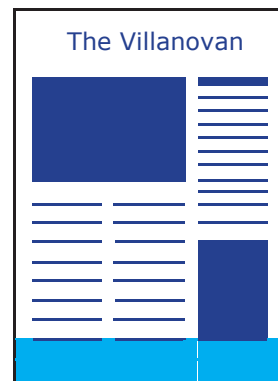
\$180 (color)
\$105 (b&w)
4.75 x 7 in.

1/8 Page



\$105 (color)
\$55 (b&w)
4.75 x 3.5 in.

Banners



Front Page or Back Page
\$300 (color)
10 x 2.5 in.

 = Size of Advertisement

OUR MAGAZINE

Every August, The Villanovan staff publishes a magazine to welcome the incoming new students with content specific to new student interests. Every new student receives a copy with their orientation materials. Copies will also be available on campus and at other locations. This guarantees a readership of **2,500+ students, family members and faculty**. Please see below for sizing and pricing options. Payment and artwork must be received no later than **July 14**.

This year, The Villanovan will produce a special magazine issue to preview the Villanova men's and women's basketball teams before their upcoming seasons. The Basketball Magazine will not only be distributed to Villanova students, but will be mailed to Villanova alumni as well. All advertisements and payments need to be submitted by **October 26**.

External Rates

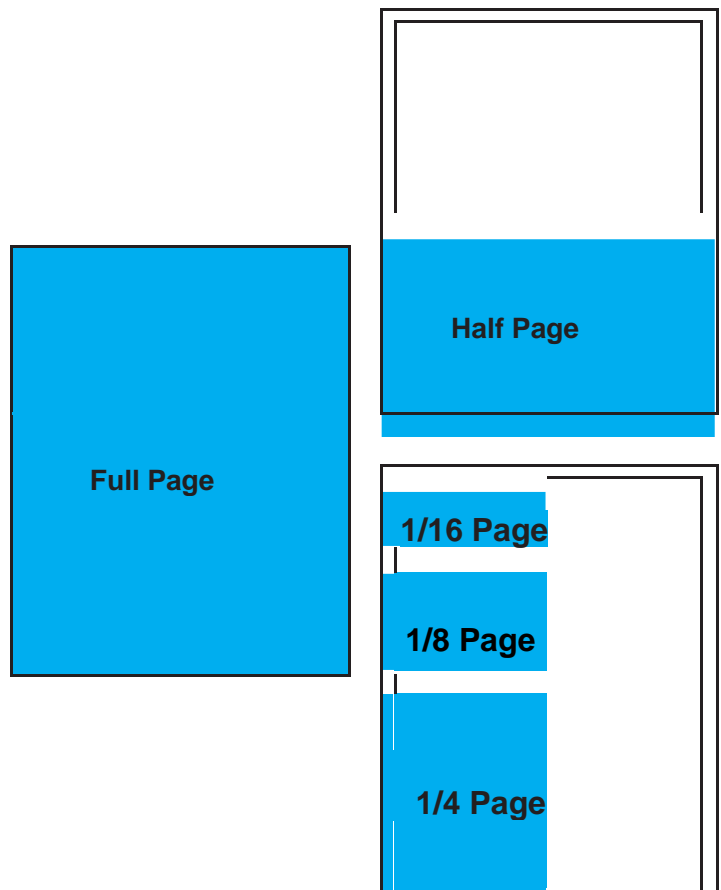
Full Page (8.25 x 10.75 in.).....	\$800
Half Page (8.25 x 5.375 in.).....	\$400
1/4 Page (4.125 x 5.375 in.).....	\$200
1/8 Page (4.125 x 2.75 in.).....	\$100
1/16 Pages (2 x 2.75 in.).....	\$50

Villanova University Office & Department Rates

Full Page (8.25 x 10.75 in.).....	\$480
Half Page (8.25 x 5.375 in.).....	\$240
1/4 Page (4.125 x 5.375 in.)	\$120
.....	
1/8 Page (4.125 x 2.75 in.).....	\$60
1/16 Pages (2 x 2.75 in.).....	\$30

Student Group Rates

Full Page (8.25 x 10.75 in.).....	\$400
Half Page (8.25 x 5.375 in.).....	\$200
1/4 Page (4.125 x 5.375 in.).....	\$100
1/8 Page (4.125 x 2.75 in.).....	\$50
1/16 Pages (2 x 2.75 in.).....	\$25



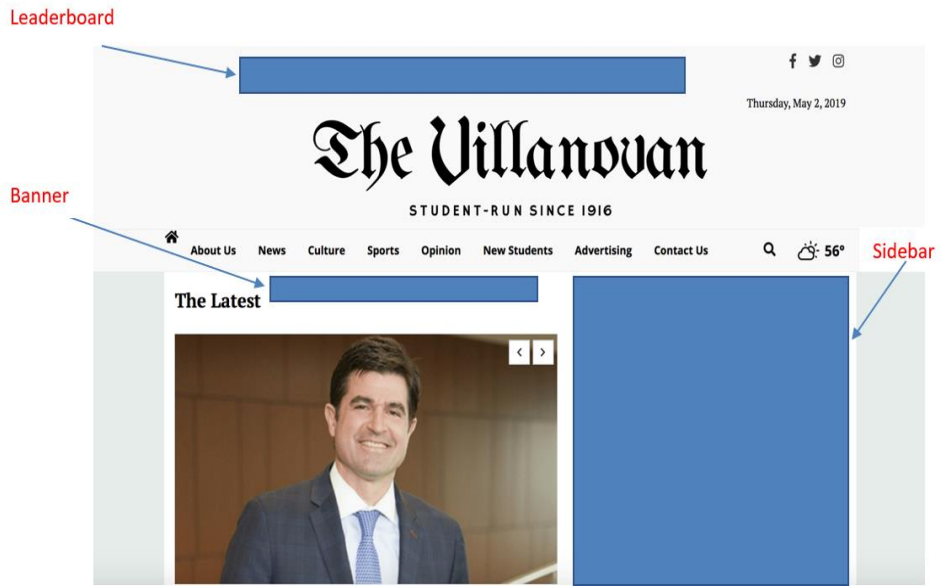
Please note that because our magazine is in color, we are unable to offer a discount for black and white ads.

OUR WEBSITE

The Villanovan's website, www.villanovan.com, has an average of nearly 3,000 pageviews a day. With our newly activated website analytics, the Villanovan advertising team is committed to providing real-time data regarding ad views and impressions. Due to the recent establishment of this advertising platform, the Villanovan is exclusively offering discounted fall advertising rates for our three options:

an expandable Leaderboard, Banner, and Sidebar advertisements.

Following are the general rates; we would be pleased to offer discounted rates if buyers want to purchase all three options. Feel free to email us at business.villanovan@villanova.edu.



Time period	Leaderboard	Banner	Sidebar
3 months	\$619	\$499	\$309
1 month	\$299	\$219	\$139

We are also offering classified advertisements on our websites. These ads stay for a time period of two weeks and can be renewed on demand. Following are the rates:

External	Office & Departments	Groups	Students
\$35	\$25	\$15	\$5



POLICIES AND PROCEDURES

Payment

Prices are for a single issue.
5% discount per ad for 3+ issues.
10% discount per ad for 6+ issues.

Make checks available to:
Villanova University with “The Villanovan” in the memo.

Send to:
Villanova University
800 Lancaster Ave.
Dougherty Hall #102
Villanova, PA 19085.

For internal offices and student organizations, we also accept internal account transfer.

Deadlines

All advertisements and payments must be received no later than 5 p.m. EST on Fridays in order to be in the issue the following week.

Accepted File Formats

Adobe PDF, JPEG, and TIFF.
Resolution: 300 DPI.

Terms & Conditions

All advertisements are subject to final approval by the editors-in-chief and managing editor.

The Villanovan is the newspaper of record for Villanova University. All contents are the responsibility of the editors and the editorial board and do not necessarily represent the views of the administration, faculty and students of Villanova University unless specifically stated. Villanova University owns The Villanovan, though the University subscribes to the principle of responsible freedom of expression for the student editors.

Contact

For more information or to place an ad, please contact our Management Staff.
business.villanovan@villanova.edu.