



# University Advertising Media Kit



Fall 2024 - Spring 2025

# Welcome to The Rider News!

## About Us

Rider’s award-winning student newspaper is published weekly from September to May. Print issues are distributed throughout both the Rider campus and published on the web. Digital-only issues are published exclusively online. Both print and digital editions are served by a weekly newsletter emailed to all students, faculty, administrators, staff, parents and other members of the community. Together, The Rider News reaches over 5,500 readers through print, digital, email and social media platforms.

The Rider News consistently wins numerous state, regional and national collegiate journalism awards from the New Jersey Press Association and the Society of Professional Journalists.

The Rider News is printed by Engle Printing & Publishing Co., in Mount Joy, Pennsylvania, purchased directly from North American mills, is composed of 50 percent recycled newsprint and 50 percent thermo-mechanical pulp (made from wood-chip and sawdust by products of the wood industry). Our inks are soy or mineral oil, not petroleum-based. Printing plates, litho film materials and silver content and excess issues are recycled after use.

## 2024-2025 Publication Dates

### *Fall 2024*

September	4	18	25		
October	2	9	16	23	30
November	6	13	20		

### *Spring 2025*

February	2	12	19	26	
March	5	12			
April	2	9	16	23	

 Print and Digital Issue       Digital ONLY Issue

## The Rider News Demographics

### 2024 Analytics

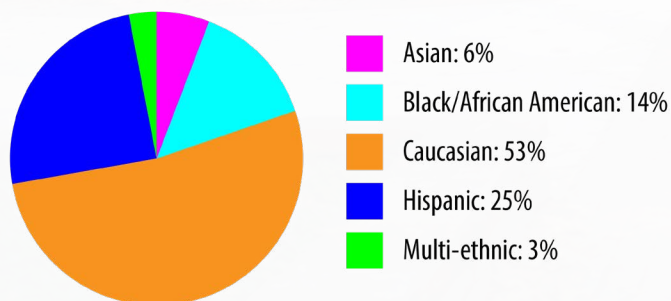
Website (theridernews.com)	51,000+ total users
Weekly university-wide email	9,400+ reached
Social platforms (Instagram, TikTok, X, and Facebook)	5,000+ total users

### Readership (2023 statistics)

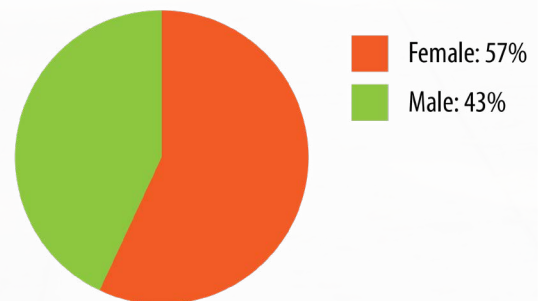
Total market	9,400+
Total undergraduates	3,196
Total graduate students	862
Total full-time faculty	200+

## Rider Student Demographics

### Race/Ethnicity



### Sex



\*All statistics provided courtesy of Rider University ([www.rider.edu](http://www.rider.edu))

# Print Advertising Prices

## Print Ad Prices

Size	On-Campus Advertisers	Off-Campus Advertisers
Full page (6 columns x 15.5 in)	\$255	\$500
Half page (6 columns x 8 in)	\$125	\$230
Quarter page (vertical 2 columns x 10 in)	\$75	\$190

## Mechanical Requirements

Columns	Width in Inches	Width in Picas
2	3.1111 in	18p8
4	6.4722	38p10
6	9.8333	59p0

## Acceptable formatting

PDF preferred (please embed fonts). Process or spot color must be CMYK. We can also accept camera-ready mechanicals or plain text that we will set. The paper is built in Adobe InDesign. Let us know if you have any questions about designing your ad to meet our specifications. Print and Online Advertisement Design Consultation available with the design manager. Design and revisions as time allows until the date of the publication.

\*All ad spaces are first come, first serve.



## The Rider News Website



Ad Type	On-Campus Advertisers	Off-Campus Advertisers
Banner (960 x 87 pixels)	\$120	\$180
Button (280 x 307 pixels)	\$110	\$160

## The Rider News Social Media



Ad Type	On-Campus Advertisers	Off-Campus Advertisers
Static Ad	\$75	\$175
Video	\$125	\$225

Social Media ads will be posted on Instagram, TikTok, Facebook, and X.

## Campus-Wide Email Newsletter



Ad Type	On-Campus Advertisers	Off-Campus Advertisers
Newsletter ad (1900 x 1200 px or vice versa)	\$75	\$120

\*All ad spaces are first come, first serve.

## **Advertising Content Policy**

The Rider News is required by its own editorial policies and by University regulations governing student life and academics to reject certain advertising as inappropriate for the campus audience. Products and services that may not be advertised include, but are not limited to, liquor (although establishments that sell liquor may advertise other events or services as long as they do not specifically promote the consumption of alcohol); gambling (although establishments that allow gambling may advertise other events or services as long as they do not specifically mention gambling); sex-industry services or employment; term paper sales or other services promoting academic dishonesty; tobacco products; drug paraphernalia; firearms; confidence games or Internet scams; human egg donations; and organizations or individuals advocating hate speech.

## **Advertising Submission Policy**

The Rider News reserves the right to correct errors of spelling, grammar, punctuation, etc. Ideally, ads will be submitted electronically or in camera-ready form to [ridernewsads@rider.edu](mailto:ridernewsads@rider.edu); faxes are not accepted. Although The Rider News makes every effort to accommodate advertisers' placement preferences, position of ads cannot be guaranteed. No ads will be placed on the front or back page. All advertising is completed on a first-come, first-serve basis. Late advertisements made after 11:59PM on the Tuesday (8 days) before the publication date may not be accepted. E-mail immediately to seek availability.

## **Advertising Correction Policy**

The Rider News is not responsible for print-shop errors. The Rider News will issue a discount or refund for significant errors made by the advertising staff, such as mistakes in the time, place, price, etc., that create a hardship to the advertiser. Such discounts or refunds are at the discretion of the executive and managing editors.

## **Advertising Payment Policy**

Advertisers are billed upon publication, and payment is due within 30 days of the invoice date. Payments after 30 days may be subject to a penalty of 10 percent per 30 days. Advertisers must be greenlighted for all previous payments to make future advertisements. Accounts will be withheld and ads rejected for incomplete or missing payments of previous advertising. After 90 days, the advertiser's account will be penalized by suspension for the remainder of the year.



## ADVERTISING CONTRACT

**HIGHLY RECOMMENDED:** PLEASE TYPE OUT ADVERTISING CONTRACT ON YOUR ADOBE READER SOFTWARE AND EMAIL IT TO RIDERNEWSADS@RIDER.EDU

### ADVERTISER INFORMATION

Advertiser (Organization): \_\_\_\_\_ Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address (Street, City, State, Zip): \_\_\_\_\_

### ADVERTISEMENT ORDER

Print Advertisement	Online Advertisement
Title/Headline of Ad: _____	Title/Headline of Ad: _____
Date(s) of Publication(s) _____	Term of Online Advertising: 7 Days                      14 Days
Ad Size: _____	Dates Requested (check for availability) _____
Price: _____	Type of Online Advertising Placement: Website                      Social Media  Weekly Email Newsletter
Format Submitted: PDF (Preferred)              Text Only	Format Submitted: PDF (Preferred)              Text Only

### PAYMENT INSTRUCTIONS:

Advertisers will be billed electronically after publication; payment is due within 30 days. Contracts and advertisements are due by 11:59 PM on the Tuesday (8 days) before the publication date.

**By typing your full name below, the advertiser acknowledges the policies of *The Rider News* and has reviewed the order above.**

Typed Signature: \_\_\_\_\_ Date: \_\_\_\_\_