

THE GATEPOST

ADVERTISEMENT RATE CARD

Spring 2024

Publication Schedule

Issue 1: January 26
Issue 2: February 2
Issue 3: February 9
Issue 4: February 16
Issue 5: February 23
Issue 6: March 1
Issue 7: March 8
Issue 8: March 29
Issue 9: April 5
Issue 10: April 12
Issue 11: April 19
Issue 12: May 3

Contact Information

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Awards

2022

- Finalist, SPJ MoE "Corbin Gwaltney Best All-Around Student Newspaper"
- 3rd Place, NENPA "New England College Newspaper of the Year"
- Finalist & Winner, SPJ MoE for Best General News Story
- Finalist & Winner, SPJ MoE for Best Column Writing
- Finalist, SPJ MoE for Best Feature Story
- 1st Place, NENPA for Best Editorial
- 1st Place, NENPA for Best Feature Story
- 3rd Place, NENPA for Best Sports Photo
- 3rd Place, NENPA for Best Photo Series
- 3rd Place, NENPA for Best Feature Photo
- 3rd Place, NENPA for Best Entertainment Page



The Gatepost reserves the right to refuse any advertisement.

All advertising is subject to the approval of The Gatepost Editorial Board.

The Gatepost is the independent student newspaper at Framingham State University in Framingham, Massachusetts. The Gatepost has been published since 1932 and has a volunteer staff of approximately 30 students. The newspaper is distributed online at fsugatepost.com on Fridays and in a print run of 1,200 copies on Sundays.

Ad Specifics

Color or black & white ads (CMYK)

Full page (9 3/4" w x 15" h) BW: \$720 Color: \$820	Half page horizontal (9 3/4" w x 7 1/2" h) BW: \$360 Color: \$410	1/4 page vertical (4 3/4" w x 7 3/4" h) BW: \$180 Color: \$205
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Online ads (RGB)

Every three articles (300 x 250px) \$250/week	Top of site (6" x .75") \$200/week	Bottom of site (6" x .75") \$150/week
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Inserts

Insert requests must be received two (2) weeks prior to publication and are \$400 per 1,200 inserts. Payment must be received in advance. A 10% discount is offered if an insert requested for two issues. All inserts must be 8 1/2 X 11, pre-printed, pre-folded and delivered to our printing company one (1) week prior to publication.

Designed Ads

Per the advertiser's request, ad design is available and requests must be received one (1) week prior to publication. Add \$50 for print ad design, \$75 for online, and \$20 for FSU club or departmental ad design.

FSU Club & Department Advertisers

Each FSU student organization is allowed two (2) 1/4 page black and white and each department or program committee is allowed one (1) 1/4 page black and white, unpaid print advertisements (unpaid online advertisements are not provided) per semester. Additional print ads are discounted 20%. There is no discount for online ads. Unpaid ads are included depending on space as determined by The Gatepost Editorial Board. Unpaid ads received after the deadline will not run.

Discounted Ads

A 10% ad discount is offered if an individual ad is requested for two or more issues.

Payment Policies

All paid advertising is payable in advance in the form of a check unless the advertiser has established credit with The Gatepost. Bills and tear sheets are sent out on the day of publication and all bills are payable upon receipt. Accounts that are overdue must be paid in full in order to advertise in future issues. Checks must be payable to Framingham State University.

Requests to run ads should be sent to gatepost@framingham.edu by 5PM on the MONDAY prior to publication. Ad files should be sent in PDF format by 12PM on the WEDNESDAY prior to publication.