

# THE GATEPOST

## ADVERTISEMENT RATE CARD

### Spring 2025

#### Publication Schedule

Issue 1: Jan 31  
Issue 2: Feb 7  
Issue 3: Feb 14  
Issue 4: Feb 21  
Issue 5: Mar 7  
Issue 6: Mar 14  
Break  
Issue 7: Mar 28  
Issue 8: April 4  
Issue 9: April 11  
Issue 10: April 18  
Issue 11: April 25  
Issue 12: May 9

#### Contact Information

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#### Awards

2024

- 2ND PLACE, NENPA "NEW ENGLAND COLLEGE NEWSPAPER OF THE YEAR"
- FINALIST SPJ MOE FOR BEST COLUMN WRITING
- FINALIST SPJ MOE FEATURE PHOTOS
- FINALIST SPJ MOE FOR BEST EDITORIAL WRITING
- FINALIST, SPJ MOE FOR BEST FEATURE STORY
- 3RD PLACE, NENPA FOR BEST EDITORIAL
- 3RD PLACE, NENPA FOR IN-DEPTH REPORTING
- 3RD PLACE, NENPA FOR COLUMN WRITING



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

### 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.