

THE GATEPOST

ADVERTISEMENT RATE CARD

Spring 2023

Publication Schedule

Issue 13: January 27
Issue 14: February 3
Issue 15: February 10
Issue 16: February 17
Issue 17: February 24
Issue 18: March 3
Issue 19: March 24
Issue 20: March 31
Issue 21: April 7
Issue 22: April 14
Issue 23: April 21
Issue 24: May 5

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Awards

2021
Finalist & Winner, SPJ MoE for Breaking News
Finalist, SPJ MoE for Cultural Criticism

2020
Finalist & Winner, SPJ MoE for General Column Writing Finalist, SPJ MoE for COVID-19 Newspaper, Magazine, and Online Coverage Finalist, SPJ MoE for General News Photography



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.