

The Ticker

85TH ANNIVERSARY

BARUCH COLLEGE'S INDEPENDENT, STUDENT-RUN NEWSPAPER

Media Kit & Information 2017 - 2018

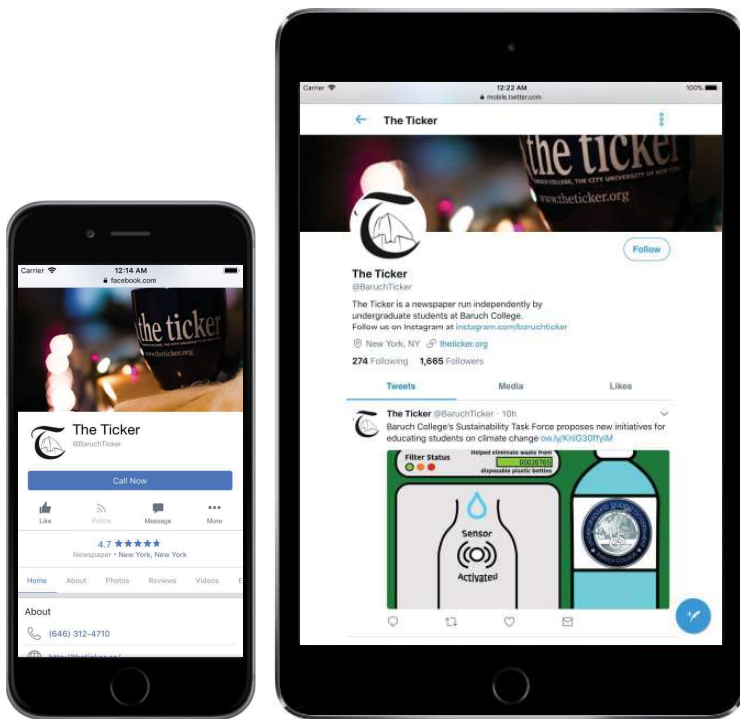
The Ticker
One Bernard Baruch Way
Suite 3-290
New York, NY 10010
(646) 312-4710

Advertising Office
Ads@theticker.org

Marketing Office
Marketing@theticker.org

Social Media and Distribution

FOR OVER 80 YEARS, the Baruch College community has turned to The Ticker as their trusted source for news relevant to CUNY college life.



2,300
Facebook Likes

1,665
Twitter Followers

332
Instagram Followers

2,000
Weekly Copies

September 2017

S	M	T	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

October 2017

S	M	T	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

November 2017

S	M	T	W	Th	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

December 2017

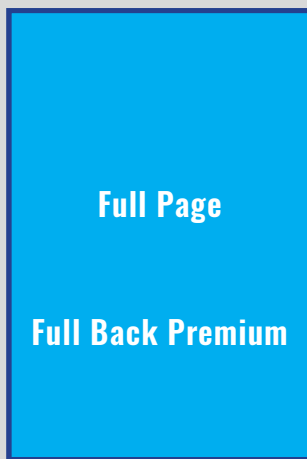
S	M	T	W	Th	F	Sa
						1
						2
3	4	5	6	7	8	9
10	11	12	13	14	15	16

 **New Issue**

SPRING 2017 RUN DATES COMING SOON

Print Advertising

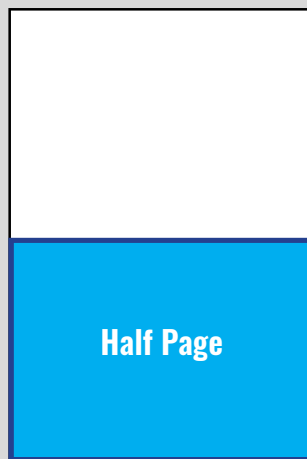
Our independent student-run newspaper publishes **2,000** copies weekly, reaching students, faculty, parents, alumni and members of the Flatiron and Gramercy neighborhoods. Advertise your business, event, or announcement in ad blocks to make sure your message reaches our readers effectively.



Full Page

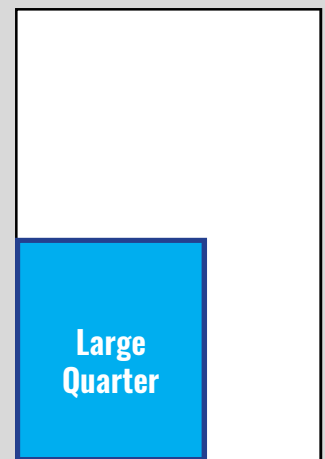
Full Back Premium

10"W x 15"H



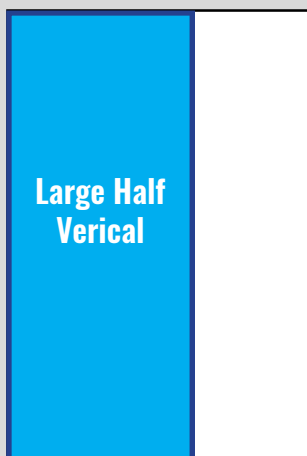
Half Page

10"W x 7.5"H



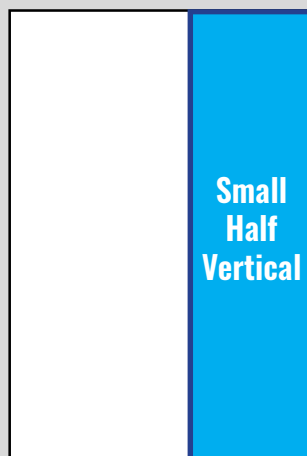
Large Quarter

6.0"W x 7.5"H



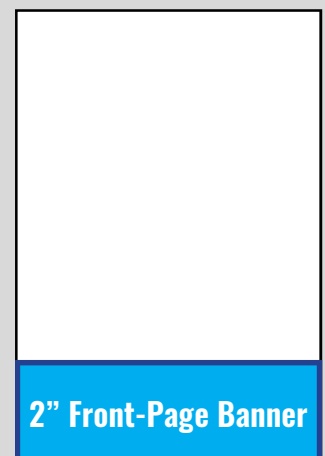
Large Half Vertical

6.0"W x 15"H



Small Half Vertical

4.0"W x 15"H

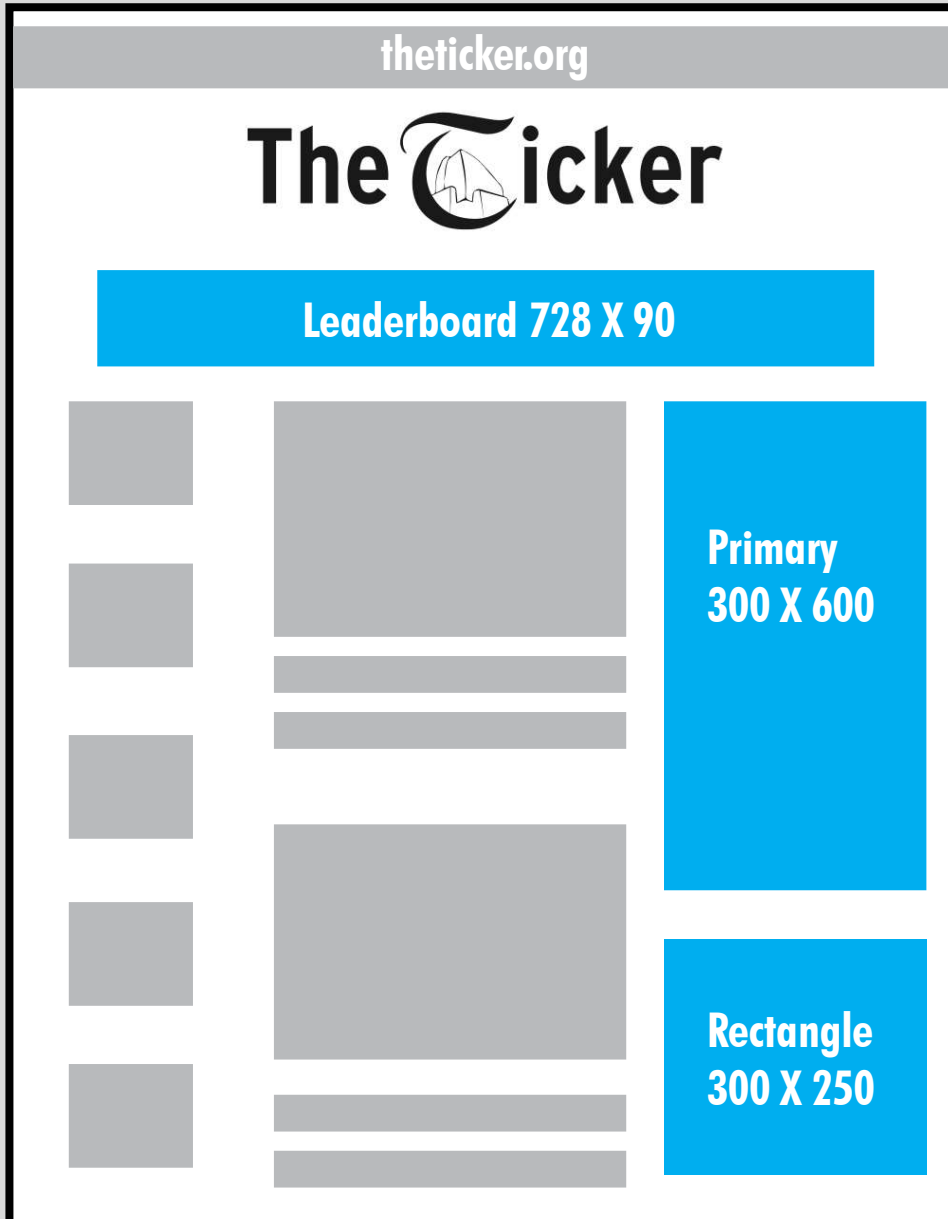


2" Front-Page Banner

10"W x 2.0"H

Online Advertising

Stay ahead of the game and show off your brand to the Baruch community through our newly renovated website.



What Ad formats do you accept?

We prefer to work with JPEG and GIF files under 100KB. We can work with Flash and video files but need time to test these ads.

Why should I advertise online?

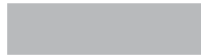
Today, online advertising is essential for a successful business. Our flexible online options allow you to select specific times that you want your ad to run and allow you to reach your target audience more efficiently. Online ads also link directly to your preferred business' website and are rotated with strategic locations on different article webpages.

Weekly Newsletter

Advertise in our weekly digital newsletter and stand out in the e-mail inboxes of over 600 students, faculty, alumni and other readers in the Baruch community.

The Ticker

Primary 468 X 60



Box
250 X 250



Box
250 X 250



The Newsletter is sent out every Monday at 12pm after a new issue comes out.

The Ticker Newsletter is a weekly round up of the top news/events in each of our 6 sections: News, Opinions, Business, Arts & Style, Science & Tech and Sports.

Our Newsletter is one of the fastest growing and most subscribed e-mail lists on Baruch's campus.

The Ticker

A D V E R T I S I N G

Media Kit & Information 2017-2018

Pricing and Other Information

Request a Price Quote today by contacting us via email at ads@theticker.org or phone at (646) 312- 4710. We look forward to working with you. For other information, please reach out to us at editor@theticker.org.

BILLING

Please remit payment by CHECK to "Baruch College - The Ticker" at:

Baruch College - The Ticker
One Bernard Baruch Way - Suite 3-290
New York, NY 10010

Payment is due within 30 days of receipt of invoice. Late charges of 1.5% per month will accrue thereafter unless previous arrangements have been made with The Ticker.

PUBLISHING SCHEDULE & DEADLINES

Special Editions:

TICKLER EDITION - Our most popular issue. April Fools Themed

SUMMER EDITION - Mailed out to the incoming freshman class

BATTLE OF LEXINGTON - Baruch Athletic's marquee event

USG ELECTIONS - Occurs yearly during the Spring Semester

When to Submit:

Print and Online: THURSDAYS at 6PM

Newsletter: FRIDAYS at 6PM