

# THE WHITWORTHIAN

Media Kit 2023-2024

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# The Whitworthian

THE VOICE OF WHITWORTH UNIVERSITY STUDENTS SINCE 1905

## ABOUT US

The Whitworthian has served as the main source of news, arts, and sports coverage for the Whitworth community since 1905. An organization composed entirely of students, The Whitworthian produces a monthly print edition and an active online news site ([www.thewhitworthian.news](http://www.thewhitworthian.news)).

## OUR MISSION

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The Whitworthian staff is dedicated to presenting accurate and relevant information in an innovative manner. Our goal is to inform the Whitworth community with stories that the community should know about while providing a forum for expressing the interests of Whitworth students.



## GENERAL INFORMATION

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The print edition of The Whitworthian is published monthly, except during January and academic breaks. Stories are posted throughout the week during the school year. Content is generated entirely by students.



# Whitworth University is home to...

**2,630**

Undergraduate  
Students

**389**

Graduate  
Students

**149**

Full-Time  
Faculty

**470**

Staff  
Members

## Over 3,000 NEW CUSTOMERS

Students have access to local restaurants and shopping opportunities only steps away from campus. Whitworth offers hundreds of on-campus jobs, and many students receive an outside income. Are you missing out on an important revenue opportunity for your business?

## COMMUNITY BEYOND STUDENTS

Whitworth's community does not end on campus. Whitworth has 28,000 alumni, 4,000 parents and 38 trustees. All of these groups have access to or directly receive The Whitworthian through the printed edition and online content.



# WHITWORTHIAN AD RATES & SIZES

(all sizes are height x width)

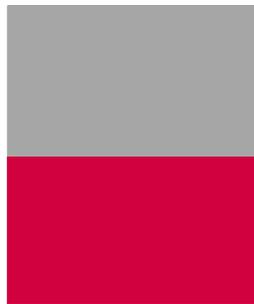
## FULL PAGE

9" x 8.39"  
Color \$900  
B&W \$785



## 1/2 PAGE

4.5" x 8.39" (horizontal)  
9" x 4.195" (vertical)  
Color \$450  
B&W \$395



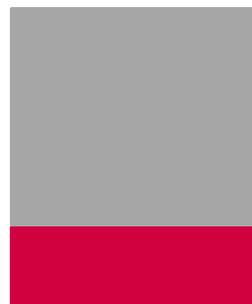
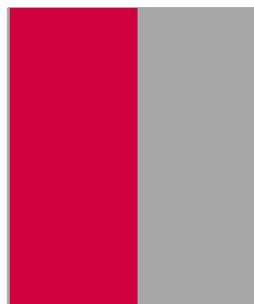
## 1/4 PAGE

4.5" x 4.195"  
2.25" x 8.39"  
Color \$220  
B&W \$185



## 1/8 PAGE BANNER

1.125" x 8.39"  
Color \$120  
B&W \$105



On [www.thewhitworthian.news](http://www.thewhitworthian.news):

Home Page Banner: (1280x100 px): 30 days for \$150

Home Page Sidebar Ad: (550x250 px): 30 days for \$80

### Discounts:

*One discount per ad*

Non-profit: 10%

Campus advertisers: 50%

Repeat Advertisers (Print Ads Only):

Semester: 10%

Full Year: 20%

# AD/ARTWORK SUBMISSION

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All ads or design requests must be submitted by Monday at 5 p.m. the week prior to publication:

September 2023 issue – August 21  
October 2023 issue – October 2  
November 2023 issue – October 16  
December 2023 issue – November 13

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Received ads must be high-resolution PDF or JPEG files in CMYK or grayscale color space. Please embed all links and fonts. The Whitworthian is not responsible for typographical errors on ads provided and/or proofed by the advertiser.

## PAYMENT\*

Payment is due within 30 days of the invoice date. Unpaid balances are subject to a finance charge of 1.5% (18% annual rate). Checks or on-campus account transfers accepted.

## Extra Services

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### CUSTOM AD DESIGN \$50\*

Send us text, contact info, art, or logos, and one of our graphic designers will design a custom ad. You will receive a proof before print.

### SPECIAL PLACEMENT 20% PREMIUM\*

Choose the page or section your ad appears on. Print ads cannot be placed on the front page.

\*Minimum \$50 charge. Price subject to change based on request and time needed to create ad. Availability dependent upon current staffing.