
The Buchtelite | buchtelite.com

2016-2017 Advertising Rates

Rates for print display ads in The Buchtelite, published most Tuesdays and Thursdays during Fall and Spring Semesters (see below for publication dates)

Regular Display Rates (*per column inch*)

- Less than 63 inches \$9.50
- 63+ inches \$8.00
- 126+ inches \$7.50
- 260+ inches \$7.00

On-campus Rate (*per column inch*)

- Regular display\$7.00

National Rates (*per column inch*)

- Less than 126 inches \$10.00
- 126+ inches \$ 9.50
- 260+ inches \$ 9.00
- 416+ inches \$ 8.50

Options

- One color + black \$100.00
- Two colors + black \$150.00
- Full color + black \$200.00
- Free-standing inserts (3,000) \$150.00

Measurements

The Buchtelite is an offset, 6-column thin web broadsheet. Column width is based on SAUs--Standard Advertising Units. One SAU is 1.728 inches or 10 picas, 4.5 points. The gutter, or the space between columns, is 1 pica. The printed portion of a page is 11 inches wide and 21 inches deep.

Some Standard Ad Sizes

Full Page Black & White

6 Col. x 21" (11" x 21")

\$945.00 (Special \$7.50 pci rate)

Others (Examples not drawn to scale):

Quarter Page B&W

3 Col. x 10.5"
(5.437" x 10.5")

\$299.25

2 Col. x 5"

B&W

3.583" x 5"

\$95.00

1 Col. x 5" B&W (1.728" x 5")

\$47.50

Eighth Page B&W

3 Col. x 5"
(5.437" x 5")

\$142.50

Half Page B&W

6 Col. x 10.5"
(11" x 10.5")

\$504.00

(Special \$8 pci rate)

Rates for display ads on buchtelite.com, available year-round

Leaderboard Wide — 728 x 90 pixels

- \$90 for 7 days
- \$315 for 30 days

Leaderboard Narrow — 205 x 90 pixels

(does not appear on some mobile devices)

- \$50 for 7 days
- \$175 for 30 days

Footer — 728 x 90 pixels

- \$90 for 7 days
- \$315 for 30 days

Home Page Sidebar — 300 x 250 pixels

- \$75 for 7 days
- \$260 for 30 days

Non-Home Page Sidebar — 300 x 250 pixels

- \$75 for 7 days
- \$260 for 30 days

Sports Center Sidebar — 300 x 250 pixels

- \$75 for 7 days
- \$260 for 30 days

Print and Online Classified Advertising

Online classified ads are available year-round. Print classified ads are available during Fall and Spring Semesters only.

For a complete breakdown of current print and online classified advertising rates, please create an account at buchtelite.com/advertising/classifieds.

Advertising Contact

Breanna Arnold
Business Manager
business-manager@buchtelite.com
330-972-5912

Print Publication Schedule

Fall Semester 2016 Run Dates

September						
S	M	T	W	T	F	S
				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						
S	M	T	W	T	F	S
						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						
S	M	T	W	T	F	S
		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						
S	M	T	W	T	F	S
				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

Spring Semester 2017 Run Dates

January						
S	M	T	W	T	F	S
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				

February						
S	M	T	W	T	F	S
			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				

March						
S	M	T	W	T	F	S
			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	

April						
S	M	T	W	T	F	S
						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						

May						
S	M	T	W	T	F	S
	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			