

THE GUSTAVIAN WEEKLY

Advertisement Information

The Gustavian Weekly is Gustavus Adolphus College's student-run newspaper. With a circulation of 1,600, we reach students, parents of students, faculty and alumni of the college, a prime consumer market in the St. Peter and Greater Mankato area.



We offer the only weekly advertising opportunity at the college—newspaper, radio, TV or otherwise. This provides area organizations the opportunity to reach a unique group consumers. By strategically targeting your audience, you will likely receive a higher return on investment at a reasonable price.

About Gustavus

Recognized for excellence

- Nobel Conference in October brings world-renowned scholars and 5,000+ guests to campus
- Christmas in Christ Chapel celebrates Christmas and the work of students involved in the fine arts program
- Summer camps, athletics, fine arts and other programs bring guests to campus frequently and further engage the community in the college's mission

Students | 2,456 (FTE, fall 2009) students from 41 states and 13 countries

Faculty | 199 full-time faculty; 87 part-time; 97% of tenure-track faculty hold the terminal degree in their field

More information

For more information, or to place an ad, please contact our Advertisement Manager. We look forward to hearing from you!

E-mail: admanager@gustavus.edu

Phone: (507) 933-7636

Postal Mail:

The Gustavian Weekly – Box A-6
Gustavus Adolphus College
800 West College Avenue
St. Peter, MN 56082

All ad specifications and sizes must be submitted to the Advertising Manager before 5:00 p.m. on the Monday prior to the desired publication date.

Display advertisements

The Weekly has many different advertisement options which can be tailored to best market your product or service.

The flat rate for advertising in The Gustavian Weekly is \$7 per column inch. One column is 1.9083 inches. A gutter of one pica separates each column. Please contact us for more information about column widths. For full color, add \$225. Design services are also available.

Also, we will insert printed inserts in The Weekly for \$280 per thousand issues. Our typical print run is 1,600 issues.

Distribution bin advertisements

The Weekly offers a 7.5" wide by 13" high advertisement space on the sides of its distribution bins. For a cost of just \$180, we hang your ad on both sides of our five on-campus distribution bins for a period of one month. We provide full color printing of your ad, free of charge.

2010-2011 publication schedule

2010	December 10	February 11, 18, 25
September 4, 10, 17, 24		March 4, 11, 18
October 1, 8, 15, 22, 29	2011	April 15, 29
November 5, 12, 19	January 14, 21	May 6, 13

Discounts

20% off six or more consecutive ads
25% off ten or more consecutive ads

5% off prepaid advertising
25% off for on-campus advertisers

Policies

Content

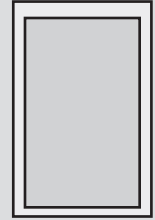
- The Weekly reserves the right to refuse advertising in order to protect readers from fraudulent claims, maintain a high level of journalistic integrity and adhere to college guidelines and The Weekly's Editorial Policy. With this in mind, The Weekly does not accept advertising which, in its view: degrades either sex; contains attacks of a sexist, racist, personal or religious nature; makes exaggerated or deceptive offers; is of unusual layout size; or, may be confused with regular news material in appearance. The Weekly will not accept advertisements for: term paper or research services, abortion referral services, personal ads involving dating or political campaigns supporting or endorsing a particular candidate.
- The Weekly will restrict the inclusion of alcohol references in advertising. In accordance with the college's Alcohol Policy, The Weekly will not accept advertising which promotes an event where the primary activity is alcohol consumption or encourages the excessive use or abuse of alcohol.
- The Weekly may reject other ads at its discretion.

Other

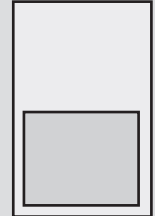
- Notifications must be received before 5:00 p.m. on the Monday before the desired publication date. Cancellations must also be received by this time.
- The Gustavian Weekly reserves the right to stop publishing ads for advertisers who have past due accounts.
- If an ad order for a series of discounted consecutive ads is canceled after any number of ads has already been printed, the price for the printed ads reverts to the flat rate plus a \$20 administrative fee.
- A copy of your printed ad may be requested after the payment is received. Subscriptions are also available.
- By placing an ad, the advertiser agrees to take full legal responsibility for the advertisement and to indemnify and hold harmless The Gustavian Weekly and Gustavus Adolphus College from any claims, lawsuits, judgments, legal fees and costs that it may incur on account of the advertisement or in enforcing this agreement.

Rates

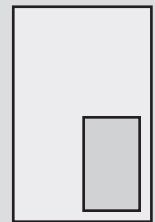
Full
5c x 14"
\$490



Half
5c x 7"
\$245



Quarter
2.5c x 7"
\$122



Other

1c x 3"	\$21
1c x 4"	\$28
1c x 5"	\$35
1c x 6"	\$42
1c x 7"	\$49
2c x 2"	\$28
2c x 3"	\$42
2c x 4"	\$56
2c x 5"	\$70
2c x 6"	\$84
2c x 7"	\$98
3c x 3"	\$63
3c x 4"	\$84
3c x 5"	\$105
3c x 6"	\$126
3c x 7"	\$147
4c x 2"	\$56
4c x 3"	\$84
4c x 4"	\$112
5c x 2"	\$70
5c x 3"	\$105