

The Point Park Globe: Celebrating 50 Years of Collegiate Journalism

February 1967 - Spring 2017



Editorial:
Alexander Popichak
Editor-in-Chief
apopic@pointpark.edu
(412)-559-5460

The Point Park Globe
201 Wood St.
Pittsburgh, PA 15222
globeadvertising@pointpark.edu
globe@pointpark.edu

Advertising:
Autumn Barszczowski
Business Manager
adbarsz@pointpark.edu
(412)-867-5981

@PPUGlobe

Spring 2017

ppuglobe.com

Media Kit

Media Kit

The Point Park Globe prints in full color weekly and has a circulation of 1,000. Delivered across campus and to select businesses, the Globe's print product is Point Park's go-to source for campus news and events. Advertising with us is a quick way to reach your audience with high impact: the Point Park Globe is the university's largest student media organization and has the highest reach on campus

Orders

Orders **must** be placed by **6 p.m. on the Friday before the issue's circulation date** with Business Manager Autumn Barszczowski.
(See publication schedule).

Orders and artwork may be submitted via email. Be sure to include the following information: Your name, company, mailing address, phone number, size of your advertisement, the number of issues to run.

University departments and clubs should also include their budget numbers with their orders.

Payment

The Point Park Globe accepts payment by **check only** unless previous arrangements have been made with the business manager.

Checks may be mailed to:

The Point Park Globe
Point Park University
201 Wood Street
Pittsburgh, PA 15222
Attn: Business Manager

Artwork

The Point Park Globe accepts artwork in the following formats: .jpg .psd .pdf

In order to ensure the highest reproduction quality, The Point Park Globe requires you submit your artwork at a resolution of 300 dpi using the CMYK color model.

****Please note the Globe prints in full color****

Please be sure that your artwork fits within the space that you've ordered (see our size guide).

The Point Park Globe is not responsible for problems that may occur in printing your advertisement if these guidelines are not followed.

If you don't already have a camera-ready ad to place, you may contact the business manager, who can arrange for a Globe staff member to design your business advertisement for you.



Standard Rates

Size A:	Flat: \$30 Semester: \$390
Size B:	Flat: \$60 Semester: \$780
Size C:	Flat: \$120 Semester: \$1,580
Size D:	Flat: \$180 Semester: \$2,340
Size E:	Flat: \$240 Semester: \$3,120
Size F:	Flat: \$480 Semester: \$6,240

Club Rates

Size A:	Flat: \$10 Semester: \$140
Size B:	Flat: \$20 Semester: \$280
Size C:	Flat: \$40 Semester: \$560
Size D:	Flat: \$60 Semester: \$840
Size E:	Flat: \$80 Semester: \$1,120
Size F:	Flat: \$160 Semester: \$2,240

In-House Rates

Size A:	Flat: \$20 Semester: \$240
Size B:	Flat: \$40 Semester: \$480
Size C:	Flat: \$80 Semester: \$960
Size D:	Flat: \$120 Semester: \$1,440
Size E:	Flat: \$160 Semester: \$1,920
Size F:	Flat: \$320 Semester: \$3840

Advertise Online

New this Semester

Sidebar Ad:

(same dimensions as Size B)

Standard Rate: Flat: \$60
Semester: \$780

In-House Rate: Flat: \$40
Semester: \$480

Club Rate: Flat: \$20
Semester: \$280

Publication Schedule

- Issue 1: January 11, 2017
- Issue 2: January 18, 2017
- Issue 3: January 25, 2017
- Issue 4: February 1, 2017
- Issue 5: February 8, 2017
- **50th Anniversary Edition****
- Issue 6: February 15, 2017
- Issue 7: February 22, 2017
- Spring Break -
- Issue 8: March 8, 2017
- Issue 9: March 15, 2017
- Issue 10: March 22, 2017
- Issue 11: March 29, 2017
- Issue 12: April 5, 2017
- Issue 13: April 12, 2017
- Issue 14: April 19, 2017

Publishing Details

The Point Park Globe publishes 14 issues each semester in print and online. 1,000 copies of the Point Park Globe are delivered to newsstands every Wednesday and our average weekly readership online is 500 users.

Advertisers can get copies of the Point Park Globe by contacting the Business Manager or Editor-in-Chief. The Globe can be delivered to businesses within two blocks of the greater Point Park campus. For details, contact the Business Manager or Editor-in-Chief.

The print edition of the Globe is available in PDF format weekly the Tuesday night before publication at ppuglobe.com.

On Feb. 8, 2017, the Globe will celebrate its 50th anniversary. This commemorative edition will be viewed for years to come.

Examples of ad placement on our pages

See our sizing guide (page X) for the sizes and see our rates (page 2) for details

4 WEDNESDAY OCTOBER 12, 2016 **FEATURES** THE GLOBE NEWSPAPER POINT PARK UNIVERSITY

Photo exhibit displays daily life in Uganda

Pulitzer Prize winner brings new project to Pittsburgh

By Leah Ryan

As they walk through the exhibit, visitors are struck by the stark contrast between the vibrant colors of the Ugandan people and the stark, black and white photographs that tell the story of their lives. The exhibit, titled "Daily Life in Uganda," is a collection of black and white photographs by Pulitzer Prize-winning photographer Steve Delaney. The exhibit is on display at the Point Park University Art Gallery through October 15.

Delaney's work is a powerful commentary on the daily lives of people in Uganda, a country that has experienced significant political and social challenges in recent years. His photographs capture the resilience and spirit of the Ugandan people in the face of adversity.

The exhibit is a testament to Delaney's skill as a photographer and his ability to tell a story through his lens. It is a must-see for anyone interested in art, photography, or the human condition.

Photo exhibit displays daily life in Uganda
Pulitzer Prize winner brings new project to Pittsburgh

THE GLOBE NEWSPAPER OCTOBER 12, 2016 **NEWS** WEDNESDAY 3

Symphony closed through October

By [Name]

The Pittsburgh Symphony Orchestra has announced that it will be closed through the end of the month. The closure is due to a combination of factors, including a lack of funding and a decline in ticket sales. The orchestra has a long and storied history, and its closure would be a significant loss to the Pittsburgh arts community.

The orchestra's management is currently exploring options to keep the orchestra afloat, but it is unclear if a solution will be found in time. The closure is expected to last through the end of the month, with the possibility of a longer-term closure if the situation does not improve.

The Pittsburgh Symphony Orchestra is a beloved institution in Pittsburgh, and its closure would be a significant loss to the city's cultural landscape. It is hoped that the orchestra will be able to find a way to continue its work in the future.

Symphony closed through October

THE GLOBE NEWSPAPER OCTOBER 12, 2016 **SPORTS** WEDNESDAY 8

WOMEN'S SOCCER SHUTS OUT TWO CONFERENCE FOES ON THE ROAD

By [Name]

The Point Park University women's soccer team had a successful weekend on the road, shutting out two conference opponents. The team defeated the University of Pittsburgh and the University of West Virginia, both of whom they had previously defeated.

The team's performance was outstanding, with the defense holding both opponents scoreless. The offense was also solid, with several key players contributing to the team's success. The team's record is now 4-1-1, and they are looking to continue their momentum in the coming weeks.

The women's soccer team is currently in a strong position in the conference, and they are looking to finish the season on a high note. They will be looking to secure a spot in the conference tournament, which will be held in December.

WOMEN'S SOCCER SHUTS OUT TWO CONFERENCE FOES ON THE ROAD

SIZE E

Advertisement for a local business, featuring a large image and text. The ad is positioned in the left column of the page.

SIZE A

CLINTON TRUMP

Advertisement for a local business, featuring a large image and text. The ad is positioned in the middle column of the page.

SIZE D

Advertisement for a local business, featuring a large image and text. The ad is positioned in the right column of the page.

SIZE F

Advertisement for a local business, featuring a large image and text. The ad is positioned in the right column of the page.

