

## Media Kit: Fall 2019

*The 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 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 Cortnie Phillips.  
(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 Globe accepts payment by *check only* unless previous arrangements have been made with the business manager. Checks may be mailed to:

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

### Artwork

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

In order to ensure the highest reproduction quality, The Globe recommends submitting your work at a resolution of 200 dpi using the CMYK color model.

**\*\*\*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 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

## 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

## 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

## Online Rates

### Sidebar Ad

Standard	Flat: \$60 Semester: \$780
In-House	Flat: \$40 Semester: \$480
Club	Flat: \$20 Semester: \$280

### Top Banner Ad

Standard	Flat: \$180 Semester: \$2,340
In-House	Flat: \$120 Semester: \$1,440
Club	Flat: \$60 Semester: \$840

## Publication Dates

<i>Fall Semester 2019</i>	<i>Spring Semester 2020</i>
Issue 1: August 28	Issue 1: January 8
Issue 2: September 4	Issue 2: January 15
Issue 3: September 11	Issue 3: January 22
Issue 4: September 18	Issue 4: January 29
Issue 5: September 25	Issue 5: February 5
Issue 6: October 2	Issue 6: February 12
Issue 7: October 9	Issue 7: February 19
Issue 8: October 16	<i>SPRING BREAK</i>
Issue 9: October 23	Issue 8: March 4
Issue 10: October 30	Issue 9: March 11
Issue 11: November 6	Issue 10: March 18
Issue 12: November 13	Issue 11: March 25
Issue 13: November 20	Issue 12: April 1
<b>THANKSGIVING BREAK</b>	Issue 13: April 8
Issue 14: December 4	Issue 14: April 15

## Publishing details

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

Advertisers can get copies of The 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 before publication at [ppuglobe.com](http://ppuglobe.com).

### FEATURES

#### Only Love holds annual photo event



Students gathered for the annual photo event held by the Only Love organization. Photo by [Name].

#### City prepares for St. Patrick's day

The city of Pittsburgh is preparing for St. Patrick's Day with a variety of events and activities. The city has announced that it will be holding a parade on March 17th, and there will be a variety of other events throughout the city. The city has also announced that it will be closing certain streets on the day of the parade.

### FEATURES

#### Fighting student homelessness: the price of education

Students are struggling to pay for their education, and many are facing homelessness. The price of education is rising, and many students are unable to afford it. This is leading to a crisis of student homelessness, and many students are being forced to live in shelters or on the streets. The price of education is a major barrier to many students, and it is time to find ways to make it more affordable.

### FEATURES

#### Pittsburgh celebrates national Record Store Day

Pittsburgh is celebrating National Record Store Day with a variety of events and activities. The city has announced that it will be holding a parade on March 17th, and there will be a variety of other events throughout the city. The city has also announced that it will be closing certain streets on the day of the parade.

Students gathered for the annual photo event held by the Only Love organization. Photo by [Name].

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**SIZE C**  
(1/4 Page)  
W: 5.7083 in.  
H: 8.8933 in.

**SIZE A**  
(Business Card)  
W: 1.7917 in.  
H: 3.5045 in.

**SIZE B**  
(Two Column)  
W: 3.6811 in.  
H: 5.375 in.

**RUGBY CLUB SELLS ROSES FOR VALENTINE'S DAY**

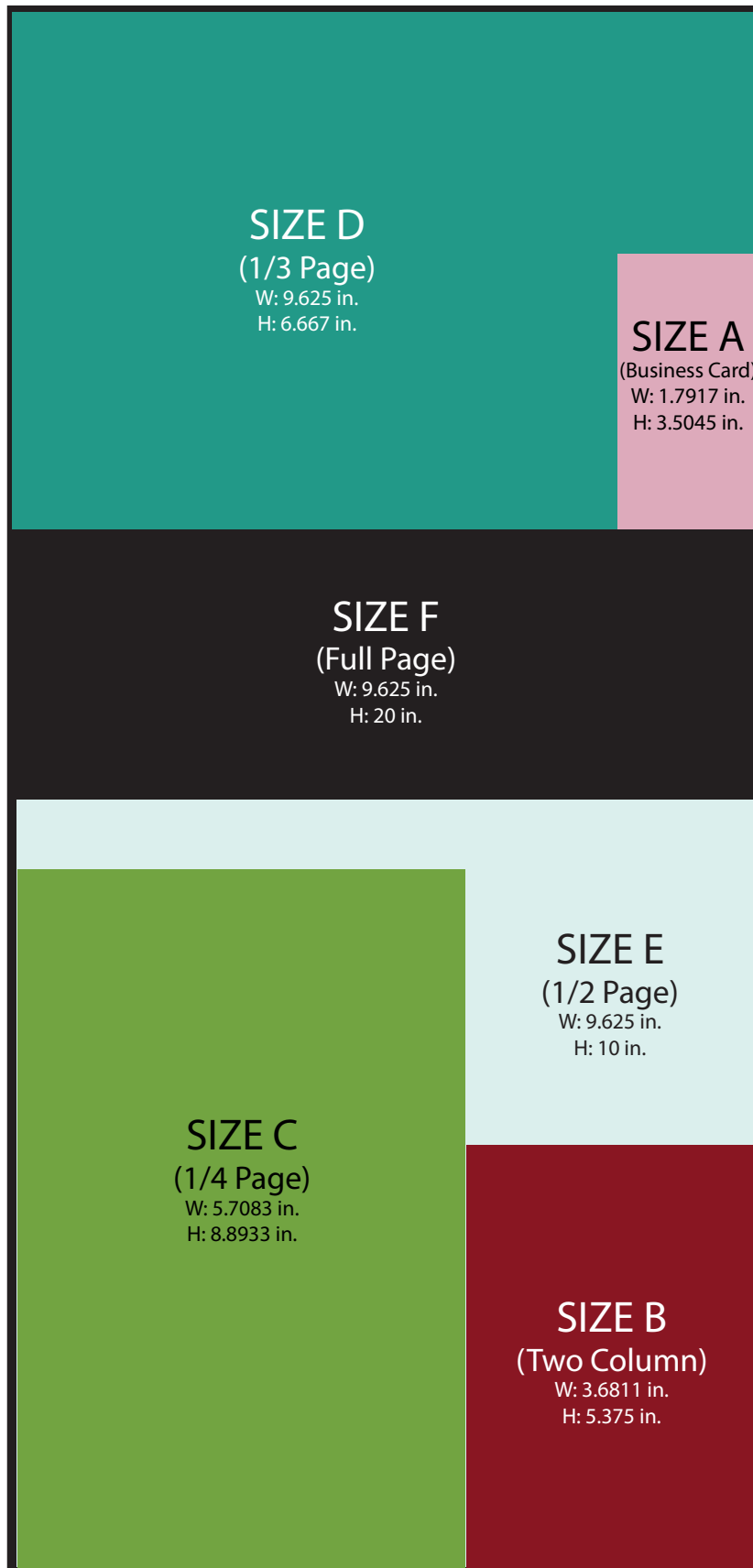
Letter: Students from the Rugby Club are selling roses for Valentine's Day. The club has announced that it will be holding a sale of roses on February 14th, and there will be a variety of other activities throughout the day. The club has also announced that it will be closing certain streets on the day of the sale.

**SIZE D**  
(1/3 Page)  
W: 9.625 in.  
H: 6.667 in.

**SIZE E**  
(1/2 Page)  
W: 9.625 in.  
H: 10 in.

**SIZE F**  
(Full Page)  
W: 9.625 in.  
H: 20 in.

# PRINT SIZES



## BANNER AD

W: 728 Px

H: 90 Px

### Tanzilli assumes role as dean of Rowland School of Business

Written By **Alexander Popichak**, Editor-in-chief

April 18, 2017

Filed under **NEWS, Showcase**

Point Park's School of Business now has a name and a Dean. Point Park President Paul Hennigan announced Tuesday morning the university is naming its school of business after the school's largest benefactors George and Kathleen White. In addition to naming the school, former school of business...



### FEATURES

- About that student center swimming pool... April 22, 2017
- Pittsburgh celebrates national Record Store Day April 18, 2017
- Chase and the Barrons hold release party April 18, 2017

[VIEW ALL »](#)

### Hennigan: increased student need drives annual tuition hikes

Written By **Emily Bennett** and **Alexander Popichak**

April 18, 2017

Filed under **NEWS**

Tuition set earlier this year for the 2017-2018 school year will increase for all students by 3.9 percent due mostly to an increased need for student financial aid, according to President Paul Hennigan. "We have been cutting expenditures here at the university for seven years now in an effort to..."



### ADVERTISEMENT

## SIDEBAR AD

W: 241 Px

H: 367 Px

### Proposed cut of Federal Work Study concerns students

Written By **Robert Berger** and **Jordan Slobodinsky**

April 18, 2017

Filed under **NEWS**

In President Donald Trump's most recent budget proposal, the Federal Work Study (FWS) Program is projected to be cut in order to save funds. In the United States, more than half a million students depend on the program, and at Point Park, 240 are enrolled, according to student employment coordinator...



### OPINIONS

- Globe extends condolences on the death of Tyler Carter May 25, 2017
- A letter from the editor: "To give the news without fear or favor..." April 18, 2017
- The Globe's Point – The great tuition increase paradox April 18, 2017

[VIEW ALL »](#)

### Master space plan presented to USG

Written By **Alex Grubbs**, USG Beat Writer

April 18, 2017

Filed under **NEWS**

In February, a local architecture company reached out to student government on their collaborative plan to re-landscape the university. Now, they have an update on what their 10-year renovation plan might entail. WTW Architects



### SPORTS

- Center exposes students to sports industry, jobs April 18, 2017
- Track and field teams exceeding expectations April 18, 2017