

## Media Kit: Fall 2017

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 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 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

- Issue 1: Wednesday, August 30
- Issue 2: Wednesday, September 6
- Issue 3: Wednesday, September 13
- Issue 4: Wednesday, September 20
- Issue 5: Wednesday, September 27
- Issue 6: Wednesday, October 4
- Issue 7: Wednesday, October 11
- Issue 8: Wednesday, October 18
- Issue 9: Wednesday, October 25
- Issue 10: Wednesday, November 1
- Issue 11: Wednesday, November 8
- Issue 12: Wednesday, November 15

- Thanksgiving Break -

- Issue 13: Wednesday, November 29
- Issue 14: Wednesday, December 6

## 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 weekly 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 WEDNESDAY MARCH 15, 2017 5

#### Only Love holds annual photo event



Only Love, an annual event held at Point Park University, is a chance for students to show their love for the school. The event features a photo booth where students can take pictures with their friends and family. The photos are then displayed in a gallery on campus.

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

The City of Pittsburgh is preparing for St. Patrick's Day with a variety of events. The city is sponsoring a parade through downtown Pittsburgh, and there will be many Irish-themed parties and events throughout the city. The city is also sponsoring a St. Patrick's Day concert at the PPG Place.

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

Student homelessness is a growing problem at Point Park University. Many students are unable to pay for their education, and this is leading to a significant number of students being homeless. The university is working to address this problem by providing financial aid and other resources to students in need. The university is also working to provide housing for homeless students.

#### Pittsburgh celebrates national Record Store Day

Pittsburgh is celebrating National Record Store Day with a variety of events. The city is sponsoring a Record Store Day concert at the PPG Place, and there will be many record store events throughout the city. The city is also sponsoring a Record Store Day parade through downtown Pittsburgh.

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

**SIZE B**  
(Two Column)  
W: 2.216 in.  
H: 4.9 in.

**SIZE A**  
(Business Card)  
W: 2 in.  
H: 3.5 in.

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

**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.

### FEATURES WEDNESDAY APRIL 12, 2017 5

The Rugby Club is selling roses for Valentine's Day. The club is selling roses for \$10 each, and the proceeds will go to the club's fund. The club is also selling roses for \$5 each, and the proceeds will go to the club's fund. The club is also selling roses for \$2 each, and the proceeds will go to the club's fund.

### FEATURES WEDNESDAY APRIL 12, 2017 5

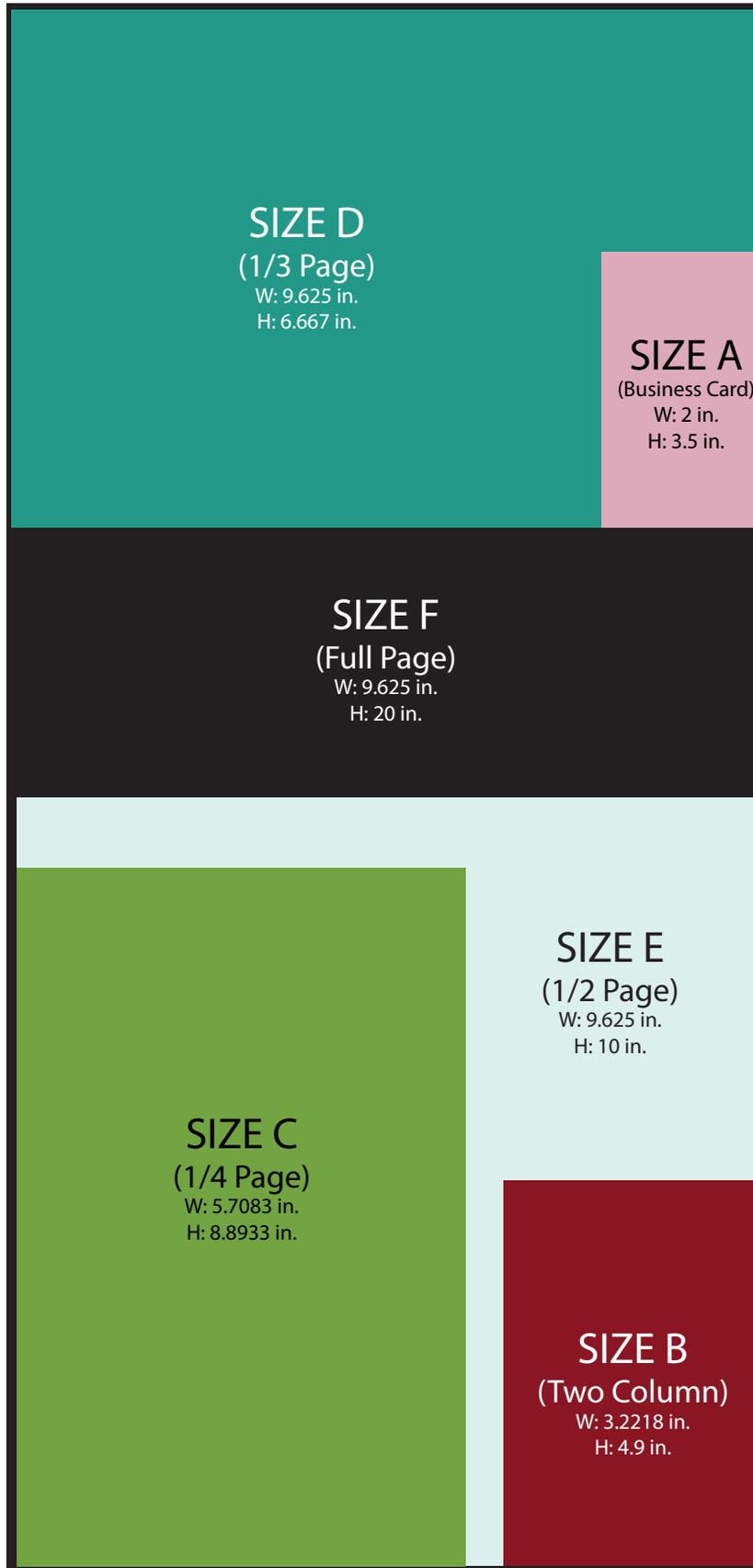
The city is celebrating National Record Store Day with a variety of events. The city is sponsoring a Record Store Day concert at the PPG Place, and there will be many record store events throughout the city. The city is also sponsoring a Record Store Day parade through downtown Pittsburgh.

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

**Advertisement**

Advertisement text for a business or service, including contact information and details about the offering.

# PRINT SIZES



\*\*\*Print and Online Sizes are not drawn to scale\*\*\*



## Covering the World of Point Park University News

HOME NEWS FEATURES SPORTS OPINIONS WEB-EXTRAS ▾ ABOUT ▾

### BANNER AD

W: 728 Px  
H: 90 Px

### Professors: lenient grades 'hurt everyone'

Written By Allison Schubert, Copy Editor  
April 18, 2017  
Filed under NEWS

A study done by the Pew Research Center last year said that 27 percent of all independent college and university presidents believe that their faculties grade too leniently. For some, this is a serious issue that needs to be resolved. To others, this is an impossible statistic to measure. Grade...



#### NEWS

- Professors: lenient grades 'hurt everyone' April 18, 2017
- Tanzilli assumes role as dean of Rowland School of Business April 18, 2017
- Hennigan: increased student need drives annual tuition hikes April 18, 2017

[VIEW ALL »](#)

### 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

