

Media Kit: Fall 2020

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 Editor-in-Chief Jordyn Hronec.

(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

Fall 2020 Semester	Spring 2021 Semester
Issue 1: September 2	Issue 1: January 6
Issue 2: September 9	Issue 2: January 13
Issue 3: September 16	Issue 3: January 20
Issue 4: September 23	Issue 4: January 27
Issue 5: September 30	Issue 5: February 3
Issue 6: October 7	Issue 6: February 10
Issue 7: October 14	Issue 7: February 17
Issue 8: October 21	Issue 8: March 3
Issue 9: October 28	Issue 9: March 10
Issue 10: November 4	Issue 10: March 17
Issue 11: November 11	Issue 11: March 24
Issue 12: November 18	Issue 12: March 31
Issue 13: December 2	Issue 13: April 7
Issue 14: December 9	Issue 14: April 14

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.

FEATURES

WEDNESDAY
MARCH 8, 2017 5

Only Love holds annual photo event



Senior acting major Syrah Dhamani photographs members from the Point Park University community during the annual Only Love photo booth held on March 8. The event, which has been held for 10 years, is organized by the Office of Student Life and the Department of Communication, Media, and the Arts. This year's theme was "Love is Everywhere," which encouraged students to bring their loved ones to the event.

By Emily Schaeffer
Entertainment reporter
Entertainment reporting may be the last thing on most students' thoughts but for its 10th anniversary, the Office of Student Life and the Department of Communication, Media, and the Arts decided to bring back the annual Only Love photo booth. The event, which is open to all students, faculty, and staff, is designed to show that people is the love that surrounds them in the Point Park community.

"Point Park is so unique because it's a small school where you get to know everyone and have a lot of opportunities to interact with them," said Dhamani. "It's great to see people come together and have fun."

Junior media studies major, the official photographer for the event, Dhamani has been involved with the photo booth for the past three years. She said that the photo booth has continued to grow over the years.

"I think it's great that we're able to let the Point Park community know that there's a place for everyone to come together and have fun," said Dhamani.

For more information about the photo booth, visit the Office of Student Life and the Department of Communication, Media, and the Arts website.

Photo by Emily Schaeffer
Entertainment reporter

FEATURES

WEDNESDAY,
FEBRUARY 15, 2017 4

4

St. Patrick's day

Photo by Emily Schaeffer
Entertainment reporter

This is the first installment of the Entertainment reporter's St. Patrick's Day series. This year, Point Park students will be celebrating St. Patrick's Day with different festivities, including a costume contest, a dance, and a variety of Irish music.

On the night of Sunday, March 19, Point Park students will be attending a variety of events, including a costume contest, a dance, and a variety of Irish music.

According to the president of the Point Park Irish Society, Michael Kelleher, the society will be hosting a costume contest, a dance, and a variety of Irish music.

"We are definitely excited for the event," said Kelleher. "It's going to be a great time for everyone to come out and have fun."

From Pittsburgh, the official photographer for the event, Emily Schaeffer, the society has been working hard to make sure that the event is a success.

"We are definitely excited for the event," said Schaeffer. "It's going to be a great time for everyone to come out and have fun."

Photo by Emily Schaeffer
Entertainment reporter

FEATURES

WEDNESDAY,
APRIL 18, 2017 5

5

Record Store Day

Photo by Emily Schaeffer
Entertainment reporter

Pittsburgh celebrates national Record Store Day. Point Park helps students commemorate day's tenth anniversary

Photo by Emily Schaeffer
Entertainment reporter

Record Store Day

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Photo by Emily Schaeffer
Entertainment reporter

Record Store Day



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...



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..."



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...



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

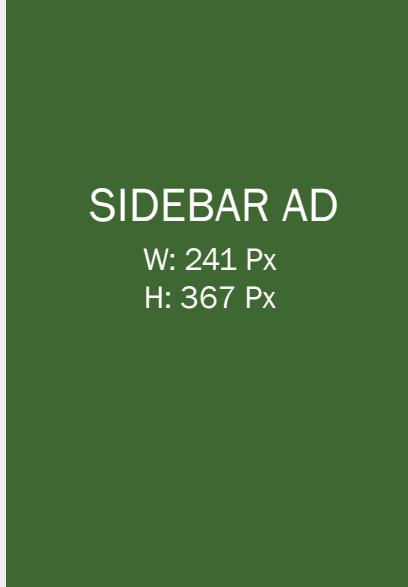


FEATURES

- [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 »](#)

ADVERTISEMENT



SIDEBAR AD

W: 241 Px

H: 367 Px

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 »](#)

SPORTS

- [Center exposes students to sports industry, jobs](#) April 18, 2017
- [Track and field teams exceeding expectations](#) April 18, 2017