

## Media Kit: *Spring 2024*

*The Globe prints in full color weekly and has a circulation of 750. 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 5 p.m. the Friday before publication to Editor-in-Chief Erin Yudt.

(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. Checks may be mailed to:

The Globe  
Point Park University  
201 Wood Street  
Pittsburgh, PA 15222

### 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 Editor-in-Chief, 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

## Publishing details

The Globe publishes 14 issues each semester in print and online. 750 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 Editor-in-Chief. The Globe can be delivered to businesses within two blocks of the greater Point Park campus. For details, contact the Editor-in-Chief.

- FEATURES WEDNESDAY, MARCH 8, 2017 5

THE GLOBE NEWSPAPER  
POINT PARK UNIVERSITY

## FEATURES

WEDNESDAY, 5  
MARCH 8, 2017

## City prepares for



Senior writing major Syrah Silverwood photographs staff members from the Office of Student Life for the Only Love campaign, which took place Feb. 21.

## City prepares for

[illegible]

On March 23, 1929, the St. Patrick's Day blizzard was one of the worst on record to hit the Pittsburgh area. According to the National Weather Service, 22 to 26 inches of snow fell, and the single-most snow in one day in the history of Pittsburgh. Despite the snowstorm, the parade went on.

Over the years, the parade has averaged one mile per hour. However, last year's parade had one of its largest turnouts, bringing in an estimated 500,000 people from every part of the


11

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

## 4 WEDNESDAY, FEBRUARY 15, 2017 FEATURES

THE GLOBE NEWSPAPER  
POINT PARK UNIVERSITY

## Fighting student homelessness: the price of education



Kimberly Proctor | The Duke Neuroscience major Katherine Chen is in her fifth



THE GLOBE NEWSPAPER  
POINT PARK UNIVERSITY

WEDNESDAY, 5  
APRIL 19, 2017

## Pittsburgh celebrates national Record Store Day

helps students commemorate day's tenth anniversary

Michael Kuria | Submitted

legislative public relations that focuses primarily on issue-oriented programs for the

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

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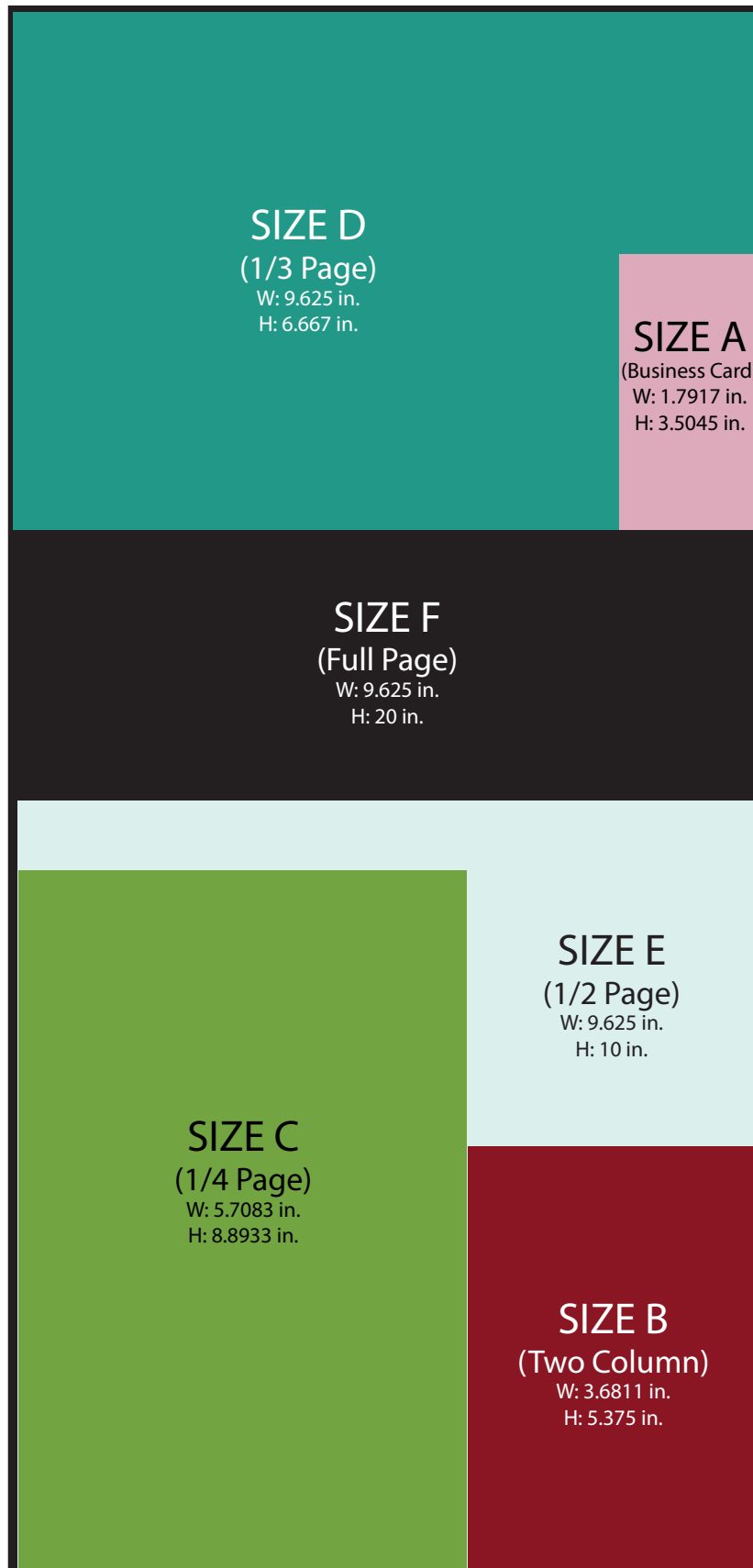
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100

1. *Journal of Management Studies*, 1996, 33, 1, 1-14.



## 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 loyal 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