

# THE GLOBE

SINCE 1967



Contact:

Fall 2024 | ppuglobe.com

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## ~ Media Kit ~

Welcome to Point Park University's (PPU) official newspaper advertising informative document. The Globe's print product is the university's weekly source for news, events, opinions and sports happening around PPU's campus and in the Pittsburgh area. A total of 750 copies of the newspaper are delivered each Wednesday afternoon to 17 locations all around campus. Stories are also posted online every Wednesday morning to an average of 500 readers per week. Advertising with The Globe is a quick and simple way to reach an audience of young professionals, faculty and administrators to pull business traction and profit.

Print Rates & Sizes: pg. 2 | Online Rates & Sizes: pg. 3 | Publication Dates: pg. 4

### Order Information:

Ad orders must be placed by the Friday before publication (see publication schedule pg. 4) to Business Manager Nevaeh Wessel via email. (See right for required email information.)

### Artwork Information:

- To ensure high quality in print, the ad should be submitted at 200 dpi using the CMYK color model.
- Submit ads through the following formats: .jpg .psd .pdf
- Artwork must fit within the space you've ordered or it will appear distorted or stretched in print.
- *Note: The Globe prints in full color.*

If you would like an Ad designed for a small fee by our graphic designer, contact Business Manager Nevaeh Wessel. Designs may undergo two rounds of critique to ensure a speedy process. Design inquiries must be submitted two weeks before the Ad's print date.

### Include the following information in email:

- Subject line: "[YOUR COMPANY NAME] Globe Ad"
- Your name and title
- Company name
- Mailing address
- Contact information - email and phone number
- Letter size of advertisement
- Listed dates from publication schedule on when to publish your ad.
- A .jpg, .psd, or .pdf of the ad attached or a request for an in-house graphic design.
- *University departments and clubs* should also include their budget numbers with their orders.

The Globe is not responsible for printing or formatting errors if these guidelines are not followed.

### Payment Information:

The Globe accepts payments by *check only* unless previous arrangements have been made.

Mail checks to:

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

**Standard Rates:**

Size A- Flat: \$45  
Semester: \$420

Size B- Flat: \$80  
Semester: \$820

Size C- Flat: \$140  
Semester: \$1,620

Size D- Flat: \$210  
Semester: \$2,380

Size E- Flat: \$270  
Semester: \$3,250

Size F- Flat: \$550  
Semester: \$6,500

**Front Page Rates:**

Size A- Flat: \$450  
Semester: \$6,000

Size B- Flat: \$525  
Semester: \$6,450

*Front page rates do not change for standard, in-house, or club buyers.*

**Design Fee: \$50**

**In-House Rates:**

Size A- Flat: \$30  
Semester: \$270

Size B- Flat: \$60  
Semester: \$580

Size C- Flat: \$120  
Semester: \$1,000

Size D- Flat: \$200  
Semester: \$1,700

Size E- Flat: \$300  
Semester: \$2,200

Size F- Flat: \$390  
Semester: \$4,000

**Club Rates:**

Size A- Flat: \$15  
Semester: \$150

Size B- Flat: \$25  
Semester: \$300

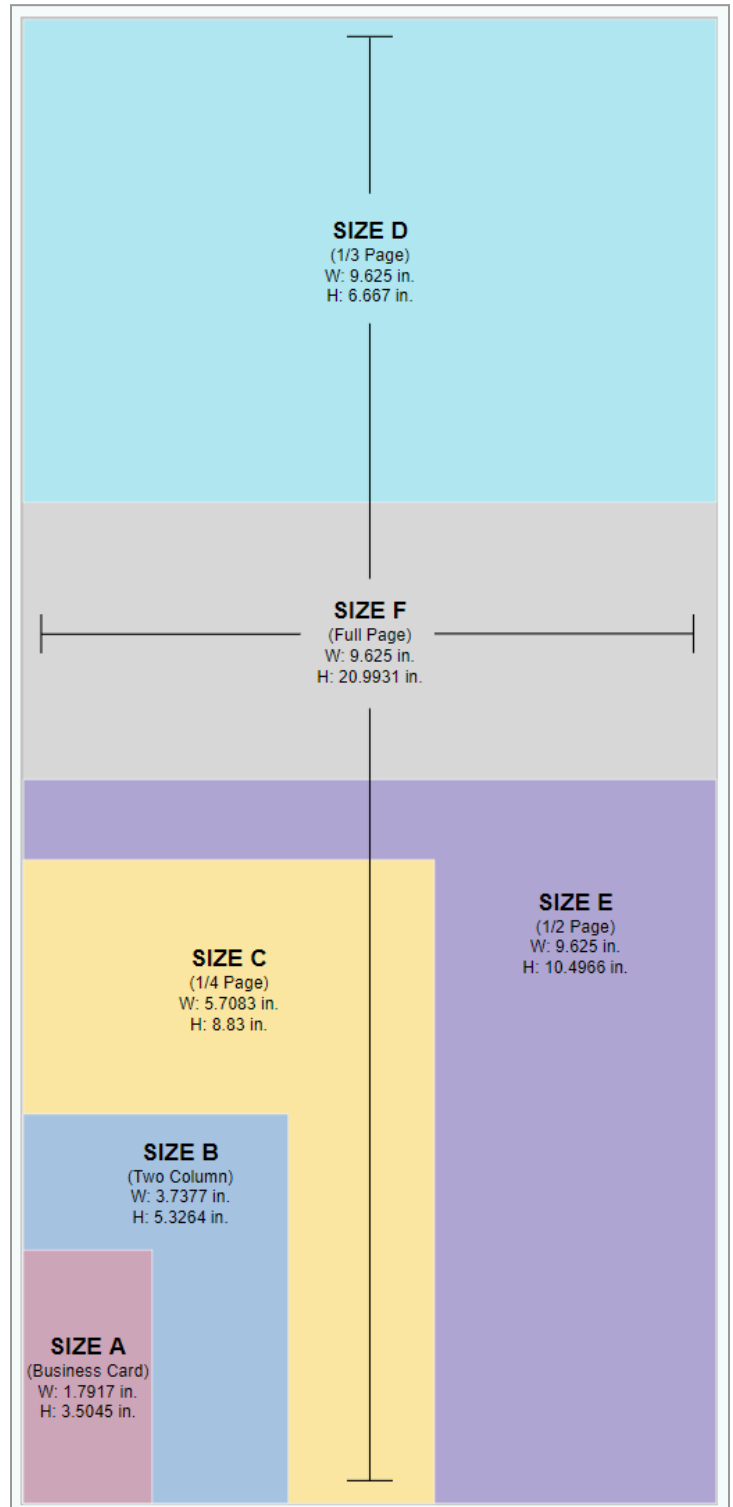
Size C- Flat: \$50  
Semester: \$600

Size D- Flat: \$80  
Semester: \$900

Size E- Flat: \$120  
Semester: \$1,200

Size F- Flat: \$200  
Semester: \$2,300

**Sizes:**



Refer to page 4 to view each size in print.

**Online Sidebar Rates:**

Standard- Flat: \$80  
Semester: \$810

In-House- Flat: \$50  
Semester: \$510

Club- Flat: \$30  
Semester: \$310

**Online Banner Rates:**

Standard- Flat: \$210  
Semester: \$2,400

In-House- Flat: \$140  
Semester: \$1,480

Club- Flat: \$80  
Semester: \$890

**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...



**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

Advertisers can have physical copies of The Globe delivered to their business by contacting Editor-in-Chief Cassandra Harris. The Globe can be delivered to businesses within two blocks from the greater Point Park campus.

Weekly Ad Submission Schedule: Starting Thursdays and Ending Upcoming Wednesdays

Table with 7 columns: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday. Content includes 'Ad payment due Thursday before print', 'Ad submissions due Friday before print', and 'Publish to Public'.

Fall 2024 Publish Dates:

- 1\_ 8-26-24
2\_ 9-4-24
3\_ 9-11-24
4\_ 9-18-24
5\_ 9-25-24

- 6\_ 10-2-24
7\_ 10-9-24
8\_ 10-16-24
9\_ 10-23-24
10\_ 10-30-24

- 11\_ 11-6-24
12\_ 11-13-24
13\_ 11-20-24
\*\*Fall Break\*\*
14\_ 12-4-24

Ad sizes in Print:

Advertisement for Point Park University featuring 'Thank your local paper, celebrate newspaper week' and 'Ranking the best drinking fountains to stay hydrated around campus'. Includes ad sizes: SIZE A (Business Card), SIZE B (Two Column), and SIZE D (1/2 Page).

Sports advertisement for Point Park University titled 'Women's soccer ties match with late goal'. Includes a photo of a soccer game and ad sizes: SIZE E (1/2 Page).

Large blank advertisement space with ad size: SIZE F (Full Page).