

The

# Huntington News

The independent student newspaper of the Northeastern community.

## Advertising Rates

2009 - 2010

### Please note:

A full page is 10" x 16".

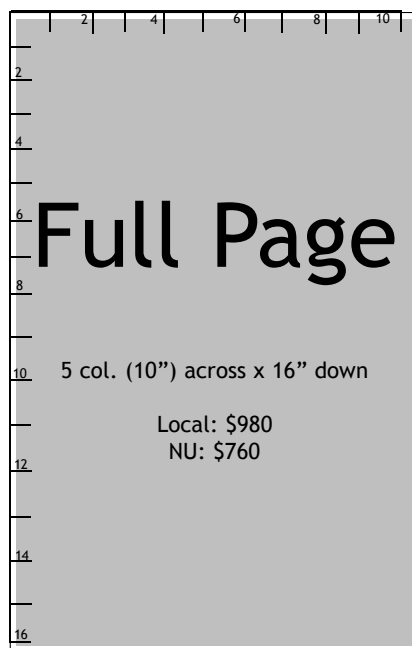
all **WIDTHS** are in  
**COLUMN INCHES.**all **HEIGHTS** are in  
**STANDARD INCHES.****1 column in. = 1.861"****2 column in. = 3.896"****3 column in. = 5.925"****4 column in. = 7.958"****5 column in. = 9.993"**

### AD CREATION

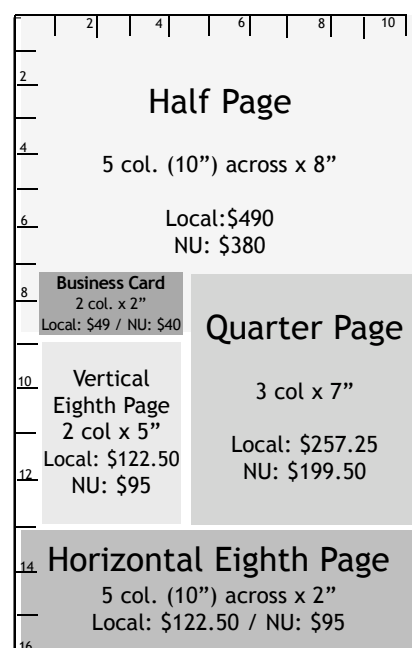
*The Huntington News*  
will not be held  
responsible for ads  
not proportional to  
measurements.

We can also create your  
ad for an additional  
15% fee.

**NU Rate**  
**\$9.50/col. in.**



**Local Rate**  
**\$12.25/col. in.**



\* Ads shown above are not to exact scale.

production specs &amp; sizes

## Ad Format

Ads accepted in PDF, JPEG, TIF or GIF.  
Resolution should be 300 dpi or higher.

## Color

The prices shown below are in addition to the  
price of your ad. Color must be CMYK.

|              | Local: | NU:   |
|--------------|--------|-------|
| One color    | \$150  | \$125 |
| Two color    | \$250  | \$225 |
| Full 4 color | \$450  | \$425 |

## Policies

NEU student groups and departments will be billed  
for advertising. Payment from student groups and  
departments must be sent to the News first instead  
of the Student Activities Business Office (SABO).

## Inserts

|                   |             |
|-------------------|-------------|
| Price per insert  | \$125/1,000 |
| Max. insert Size  | 8.5" x 11"  |
| Min. insert Order | 5,000       |

## Website Advertising

Banners are placed on every page on our website. Please  
contact Editor in Chief Kate Augusto for site traffic details  
and rate/size information.

## Space Reservation

To Reserve your spot in the Huntington News, send an e-mail  
to [advertising@huntington-news.com](mailto:advertising@huntington-news.com) with the following info:

1. Size of the Ad
2. Run date(s) of Ad
3. Contact Person and Information
4. Department Name and Billing Address
5. Ad attached in PDF format

# Publication Calendar

## 2009 - 2010

|   |   |   |
|---|---|---|
| <b>SEPTEMBER</b><br>S M T W TH F S<br>6 7 8 9 <b>10</b> 11 12<br>13 <b>14</b> 15 16 <b>17</b> 18 19<br>20 <b>21</b> 22 23 <b>24</b> 25 26<br>27 <b>28</b> 29 30 | <b>OCTOBER</b><br>S M T W TH F S<br>4 <b>5</b> 6 7 <b>8</b> 9 10<br>11 12 13 14 <b>15</b> 16 17<br>18 <b>19</b> 20 21 <b>22</b> 23 24<br>25 <b>26</b> 27 28 <b>29</b> 30 31 | <b>NOVEMBER</b><br>S M T W TH F S<br>1 2 3 4 <b>5</b> 6 7<br>8 <b>9</b> 10 11 <b>12</b> 13 14<br>15 <b>16</b> 17 18 <b>19</b> 20 21<br>22 <b>23</b> 24 25 26 27 28<br>29 30 |
| <b>DECEMBER</b><br>S M T W TH F S<br>6 <b>7</b> 8 9 10 11 12<br>13 14 15 16 17 18 19<br>20 21 22 23 24 25 26<br>27 28 29 30 31                                  | <b>JANUARY</b><br>S M T W TH F S<br>3 4 5 6 7 8 9<br>10 <b>11</b> 12 13 <b>14</b> 15 16<br>17 18 19 20 <b>21</b> 22 23<br>24 <b>25</b> 26 27 <b>28</b> 29 30<br>31          | <b>FEBRUARY</b><br>S M T W TH F S<br>7 <b>8</b> 9 10 <b>11</b> 12 13<br>14 15 16 17 <b>18</b> 19 20<br>21 <b>22</b> 23 24 <b>25</b> 26 27<br>28                             |
| <b>MARCH</b><br>S M T W TH F S<br>7 8 9 10 <b>11</b> 12 13<br>14 <b>15</b> 16 17 <b>18</b> 19 20<br>21 <b>22</b> 23 24 <b>25</b> 26 27<br>28 <b>29</b> 30 31    | <b>APRIL</b><br>S M T W TH F S<br>4 <b>5</b> 6 7 <b>8</b> 9 10<br>11 <b>12</b> 13 14 <b>15</b> 16 17<br>18 19 20 21 22 23 24<br>25 26 27 28 29 30                           | <b>MAY</b><br>S M T W TH F S<br>2 3 4 5 6 7 8<br>9 10 11 <b>12</b> 13 14 15<br>16 17 18 19 20 21 22<br>23 24 25 <b>26</b> 27 28 29<br>30 31                                 |
| <b>JUNE</b><br>S M T W TH F S<br>6 7 8 <b>9</b> 10 11 12<br>13 14 15 16 17 18 19<br>20 21 22 <b>23</b> 24 25 26<br>27 28 29 30                                  | <b>JULY</b><br>S M T W TH F S<br>4 5 6 <b>7</b> 8 9 10<br>11 12 13 14 15 16 17<br>18 19 20 <b>21</b> 22 23 24<br>25 26 27 28 29 30 31                                       | <b>AUGUST</b><br>S M T W TH F S<br>1 2 3 <b>4</b> 5 6 7<br>8 9 10 11 12 13 14<br>15 16 17 18 19 20 21<br>22 23 24 25 26 27 28<br>29 30 31                                   |

**Bold dates indicate days of publication.**

**All Mondays before Thursday's issue and all Thursdays before Monday's issue are deadlines.**

### Special Issues

### Publication Date

### Deadline

\*BostoNU

Sept. 10

Sept. 3

\*\*\*Welcome Back

Sept. 14

Sept. 7

\*Apartment

Jan. 25

Jan. 18

\*\*Beanpot

Feb. 1

Jan. 25

\*\*\*Best of NU

Apr. 15

Apr. 8

\*\*Commencement

TBA  
(May 2010)

TBA  
(May 2010)

\* A separate guide that will be inserted into the regular edition being published on the same date

\*\* Distributed alone at the event

\*\*\* A part of a regular edition