

The Falcon

Seattle Pacific University
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FALCON-ADS@SPU.EDU

Advertising Fact Sheet

Publication Dates:

FALL QUARTER 2007

September 27
October 3, 10, 17, 24, 31
November 7, 14, 28

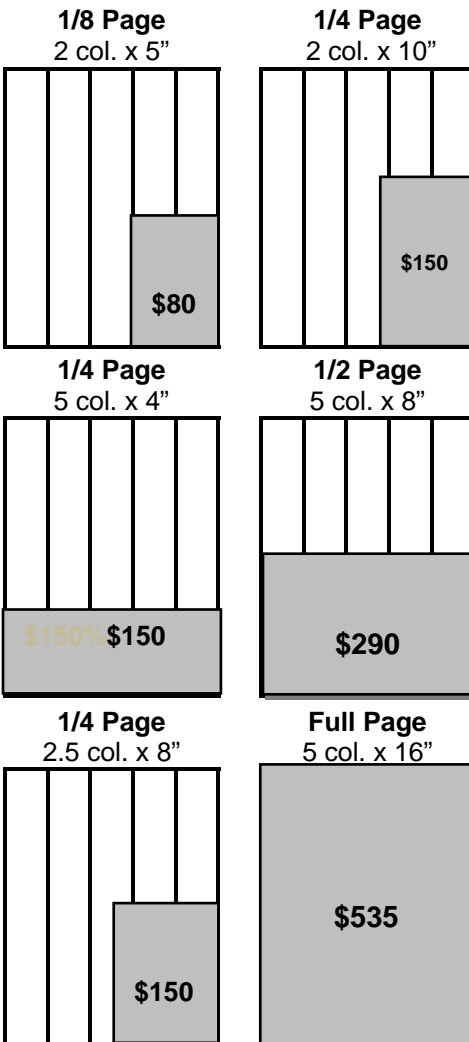
WINTER QUARTER 2008

January 9, 16, 23, 30
February 6, 13, 20, 27
March 5

SPRING QUARTER 2008

April 2, 9, 16, 23, 30
May 7, 14, 21, 28

Ad Sizes and Rates



2 columns = 4"
2.5 columns = 5.18"
5 columns = 10.25"

Newspaper Specifications

Weekly publication printed each Wednesday during academic year

Circulation: 3,000

Students, faculty, staff, alumni, parents and community members

Besides the printed version of The Falcon, an online edition runs weekly, with readership of up to 1,000 per day

Display Advertisements

Page dimensions of The Falcon allow a printable area of 10 1/4"(5col.) by 16"

The rate per column inch (1 7/8" by 1") is \$8.00

Classified Advertisements

Classified ads run for one week at a cost of \$11 per 25 words

Technical Specifications

All advertisements should be camera ready or in digital format (Tiff OR PDF) when received by our newspaper

Inserts

Inserts cost \$200 per 1000 insertions (3000 maximum)

Material must be received at least one week in advance of publication. Inserts are sent to:

Pacific Publishing
636 South Alaska St.
Attn: Inserts for The Falcon
Seattle, WA 98108

Color

Full color is available at \$975 per page

Ad Material Submission

Ad material must be submitted one week in advance of publication

The Falcon cannot print objectionable advertisements including:

Alcohol
X-rated Movies
Tobacco
Stimulants