

PIPE DREAM

BINGHAMTON UNIVERSITY'S STUDENT-RUN NEWSPAPER



2013-2014 Media Kit

General Information



**15,000 readers at
Binghamton University**

**3,500 circulation per issue
published Tuesday and Friday**

**50,000 visits per month on
bupipedream.com**

Founded in 1946 as The Colonial News, Pipe Dream is Binghamton University's oldest and largest student newspaper. Pipe Dream is published independently by an Executive Board composed entirely of undergraduate students, without the supervision or assistance of an adviser.

Editor-in-Chief
Christina Pullano
editor@bupipedream.com

Managing Editor
Paige Nazinitsky
Manager@bupipedream.com

Business Manager
Zachary Hindin
Business@bupipedream.com

Pipe Dream publishes on Tuesdays and Fridays during the semester while the website is constantly updated with new content and breaking news.

Pipe Dream's office is located in the basement of the New University Union, Room UUWB003. The newsroom is open contingent upon staff schedules.

Pipe Dream
University Union Room UUWB003
4400 Vestal Parkway East, Binghamton, N.Y. 13902
General Phone: 607-777-2515 | Business Phone: (607) 777-2516
Fax: 607-777-2600

Binghamton University Demographics



The State University of New York at Binghamton, also known as Binghamton University is a public research university in the U.S. state of New York. The university is one of the four university centers in the State University of New York (SUNY) system.

Since its establishment in 1946, the University has grown from a small liberal arts college, Harpur College, to a large doctoral-granting institution, presently consisting of six colleges and schools, and is now home to nearly 15,000 undergraduate and graduate students.

Binghamton University is currently ranked 97th among the 281 national universities ranked in the 2014 U.S. News America's Best Colleges and Universities ranking and has been called a "Public Ivy".

Binghamton University is #10 on the Princeton Review's top value colleges for 2014.

The university's main campus is located in the Town of Vestal, with a secondary education center located in nearby downtown Binghamton.

Costs

	In-state	Out-of-State
Tuition	\$5,870	\$16,190
Fees	\$2,199	\$2,199
Room & Board	\$12,956	\$12,956
Cost of Attendance	\$21,025	\$31,345

Undergraduate Students
13,013

Graduate Students
3,085

Male/Female ratio:
53%/47%

High School GPA

Mid 50%: 91-97/3.3-3.9
Average Transfer GPA
3.4

On campus population
6,500

Freshmen Retention Rate
91% (National Avg. 73.3%)

Advertising Options



Pipe Dream has a variety of advertising options, for both print and web.
See our forms on the following pages.

Pipe Dream also offers ad design to ensure your message is aesthetically appealing and attractive.

Web Ads

Looking to move your ads to the digital age? We offer online ads at a range of costs.

Our website is viewed by thousands weekly, and is a great way to grab attention from our tech savvy users.

Ads can use unlimited color for web for no extra cost.

Display Ads

Our general ads are priced by size. Our smallest size is a business card size, and can be as large as a full page!

These ads are extremely effective at catching readers attention, conveying messages, and displaying images.

These ads also work well for printed coupons and flashy headlines.

Color is available on all of our ads for an additional 200 dollars.

Classified Ads

Have a small ad that is best conveyed by text? Say it in a classified ad.

Our pricing is based on word count.

Pipe Dream Display Ad Form

Contact & Billing Information:

First name:	Phone:
Last name:	Fax:
Company name:	Email:
Mailing address:	

Frequency Discount

3 - 5 issues	5%
6 - 9 issues	10%
10 - 14 issues	15%
15 - 19 issues	20%
20+ issues	25%

Prepaid discount: 10%

If prepaid discount is applied, payment must be received before the run date or the advertisement will not run

Name	Size	Price	#	Total
Business Card	3.5 x 2.00"	\$30		
Standard	3.65 x 3.175"	\$60		
Premium	3.65 x 4.82"	\$80		
Vertical quarter	5.54 x 9.9"	\$180		
Horizontal quarter	11.21 x 4.95"	\$180		
Vertical half	5.54 x 19.81"	\$340		
Horizontal half	11.21 x 9.9"	\$340		
Full page	11.21 x 19.81"	\$620		

Color: \$200 per issue

Larger sizes available upon request

Design: One time fee of \$10 for small ads or 10% of price for large ads

Total		
Color		
Subtotal		
Discount %		
Total		

Payment Options

Cash
Check (made out to "Pipe Dream")

Insertion deadlines

Tuesday issue: noon on Friday
Friday issue: noon on Wednesday

Contact Information

Phone: (607) - 777 - 2516

Fax: (607) - 777 - 2600

Email: business@bupipedream.com

Address: PO Box 6000
Binghamton, NY, 13902

August/September

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Run dates are shown in bold

Pipe Dream reserves the right to reject ads for any reason. PD is under no obligation to run ads submitted after the placement deadline. Any changes made to advertisement space and size reservations must also be made by the appropriate deadline. Advertiser agrees that ads will be placed and charged for the full length of the contract. Payment must be made within 10 business days of each run date unless said advertiser has a line of credit with Pipe Dream. Payments received after 10 business days on three separate occasions will mean that the advertiser must pre-pay all future orders. Payments more than 20 business days overdue will be sent to a collections agency at the expense of the advertiser. Advertisers are responsible for submitting ads sized exactly to the space they are paying for.

Signature:

Date:

Pipe Dream Classified Ad Form

Contact & Billing Information:

First name:	Phone:
Last name:	Fax:
Company name:	Email:
Mailing address:	

Name	Size	Price	#	Total
Regular	Up to 25 words	\$15		
Bordered display	3.65 × 3.175"	\$30		
Bordered display	3.65 × 4.82"	\$45		
		Total		
		Subtotal		
		Discount %		
		Total		

The advertising manager has the final say on which ad type is applicable

BU Students only: In addition to running in print, classifieds will run online until the ad has been answered at no extra cost.

Frequency Discount

3 - 5 issues	5%
6 - 9 issues	10%
10 - 14 issues	15%
15 - 19 issues	20%
20+ issues	25%

Prepaid discount: 10%

If prepaid discount is applied, payment must be received before the run date or the advertisement will not run

Payment Options

Cash
Check (made out to "Pipe Dream")

Insertion deadlines

Tuesday issue: noon on Friday
Friday issue: noon on Wednesday

Contact Information

Phone: (607) - 777 - 2516

Fax: (607) - 777 - 2600

Email: business@bupipedream.com

Address: PO Box 6000
Binghamton, NY, 13902

August/September

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	28	29
30						

October

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Run dates are shown in bold

Pipe Dream reserves the right to reject ads for any reason. PD is under no obligation to run ads submitted after the placement deadline. Any changes made to advertisement space and size reservations must also be made by the appropriate deadline. Advertiser agrees that ads will be placed and charged for the full length of the contract. Payment must be made within 10 business days of each run date unless said advertiser has a line of credit with Pipe Dream. Payments received after 10 business days on three separate occasions will mean that the advertiser must pre-pay all future orders. Payments more than 20 business days overdue will be sent to a collections agency at the expense of the advertiser. Advertisers are responsible for submitting ads sized exactly to the space they are paying for.

Signature: _____

Date: _____

Pipe Dream Web Ad Form

Contact & Billing Information:

First name: Phone:
Last name: Fax:
Company name: Email:
Mailing address:
.....

Name	Time Period	Price	#	Total
Premium Banner	10,000 impressions	\$800		
	20,000 impressions	\$1500		
	40,000 impressions	\$2500		
Premium Standard	10,000 impressions	\$500		
	20,000 impressions	\$800		
	40,000 impressions	\$1500		
Regular Standard	10,000 impressions	\$300		
	20,000 impressions	\$600		
	40,000 impressions	\$1200		
		Total		

Note: 5,000 impressions on our website is equivalent to approximately 1 print issue

See the following page for placement options

Payment Options

Cash
Check (made out to "Pipe Dream")

Insertion deadlines

48 hours prior

Contact Information

Phone: (607) - 777 - 2516

Fax: (607) - 777 - 2600

Email: business@bupipedream.com

Address: PO Box 6000
Binghamton, NY, 13902

Visit the site

www.bupipedream.com

Pipe Dream reserves the right to reject ads for any reason. PD is under no obligation to run ads submitted after the placement deadline. Any changes made to advertisement space and size reservations must also be made by the appropriate deadline. Advertiser agrees that ads will be placed and charged for the full length of the contract. Payment must be made within 10 business days of each run date unless said advertiser has a line of credit with Pipe Dream. Payments received after 10 business days on three separate occasions will mean that the advertiser must pre-pay all future orders. Payments more than 20 business days overdue will be sent to a collections agency at the expense of the advertiser. Advertisers are responsible for submitting ads sized exactly to the space they are paying for.

Signature:

Date:

Premium Banner Ad

10,000 Impressions - \$800
20,000 Impressions - \$1500
40,000 Impression - \$2500

PIPE DREAM

THURSDAY, APR. 24, 2014 44°



Search Pipe Dream

Search

NEWS

OPINION

RELEASE

SPORTS

About Advertise Join Print Contact

CCPA school gets student graduation speaker

By MADELINE GOTTlieb - 2 days ago

After more than 350 people signed a petition requesting a speaker at Binghamton University's 2014 College of Community and Public Affairs (CCPA) commencement ceremony, the administration has agreed to the addition.

Binghamton University alumnus crowdfunding pirate-themed card game

By GEOFFREY WILSON - 2 days ago

Josh Perry, who graduated from BU with a degree in student affairs administration in 2013, submitted the concept for his card game, "Bounty!" to Indiegogo — a crowdfunding site — in March. The project has been accepted, but has not yet been fully funded.



Tycho McManus/Staff Photographer

START-Up NY looks to spur economic growth in local communities

CARLA SINCLAIR - 2 days ago

Binghamton University is now a part of Gov. Andrew Cuomo's START-UP NY, an initiative to create tax-free business space for new firms on college campuses in upstate New York.

Comments

Premium Standard

10,000 Impressions - \$500
20,000 Impressions - \$800
40,000 Impression - \$1500

PIPE DREAM

✓ Like You like this.

You and 3,151 others like Pipe Dream.



Facebook social plugin

MULTIMEDIA »



Mar. 03, 2014

Staff Reports

NEWS »

Jane Stuart-Andrus remembered for passion for teaching, giving back to the community



Jane Stuart-Andrus, lead teacher at Binghamton University Campus Pre-School and co-founder of RiverRoad Books, died on April 5 after a battle with cancer.

California DJ to perform remotely at The Venue

Binghamton University's Latin American Student Union sells bricks to benefit charity

Public Speaking Skills Labs offers students help with oral communication skills

Follow @bupipedream 2,552 followers

MOST READ

1. Matt and Kim booked to headline Spring Fling
2. Gather ye rosebuds, not ye Netflix
3. YouTube star Dom Mazzetti answers questions and gives advice
4. Dusan Perovic, Romello Walker excited to join BU together
5. The big names in entertainment who you didn't realize were alumni

SPORTS »

Linda Cimino named women's basketball head coach

After nearly a month long search, Binghamton University pegged Linda Cimino as head women's basketball coach. Cimino spent the last eight seasons at the helm of Division II Caldwell College.

Dusan Perovic, Romello Walker excited to join BU together



It was a simple, unsolicited offer of hospitality, but it left an indelible impression on Romello Walker.

Wilfredo Rodriguez embraces status as role model

Men's lacrosse continues hot streak at home

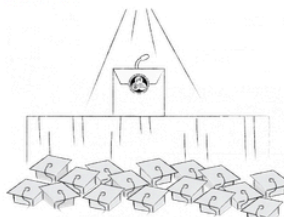
Baseball posts decisive series victory over Maine

CURRENT ISSUE »



ISSUE

EDITORIAL »



Paige Nazinitsky/Managing Editor

All together now

Bringing a prominent keynote speaker to campus for the entire graduating senior class will give those students a final chance to come together, as well as help put Binghamton University on the map.

Comments

COLUMNS »

Show your local farm some love this Earth Day

Here's to Earth Day, a reminder that our existence is not separate from a lush diversity of living creatures.

Comments

Gather ye rosebuds, not ye Netflix

We can admit to being scared and uncertain. I'm scared. I'm scared to leave a comfortable environment. In a weird way I grew up here. And now I'm forced to leave.

Comments

Expanding the influence of big money in politics has dangerous consequences

If private interests threaten to pull financial support for reelection or threaten to support the opposition, politicians have a vested interest in upholding the interests of their donors.

Comments

Regular Standard

10,000 Impressions - \$300
20,000 Impressions - \$600
40,000 Impression - \$1200