



# PIPE DREAM

Media Kit 2019-20





## “10th best college newspaper” – Princeton Review, 2018

Dear advertiser,

Thank you for considering Pipe Dream to connect with Binghamton University students. As Binghamton University's oldest and largest student-run newspaper, Pipe Dream is the primary source of news and commentary for students, faculty, staff, administrators, alumni and community members on and off campus. We serve as a voice for the students at Binghamton University, and we're excited to help bring your message to our audience.

Pipe Dream was founded in 1946 as The Colonial News, an independent, student-run publication. Currently, Pipe Dream prints twice per week on Mondays and Thursdays, with a total circulation of 7,000 issues. We have racks in nearly every building on campus, including the Innovation Technology Center and the University Downtown Center, so that every student and faculty

member has access to our paper. We distribute our paper free of charge.

We engage with roughly 18,000 students, faculty and community members – a large portion of the Binghamton population – through our content and business, covering on-campus and community news, events and sports programming. As an independent organization, we do not receive funding from Binghamton University or any of its departments. Rather, we gain revenue through advertising, donations, fundraisers and content sales. This allows us to remain entirely objective and unbiased while serving our audience.

Because we are entirely student-run, without the assistance of an adviser, we are incredibly passionate about student journalism and the paper we produce. Our staff members are proud of their work, and always strive to ensure that it is

accurate, objective and relevant to our community.

We work with advertisers to create advertising campaigns that are meaningful to our audiences, and impactful for you. We offer a robust catalog of advertisements that have been curated to drive messages forward to students through strong print ads, contemporaneous digital ads and relevant branding. Our business staff specializes in media consulting, and can offer targeted advertising counsel to help you connect with Binghamton University students. Over Pipe Dream's 73-year history, our staff and paper has continuously grown and improved, particularly with the advent of the internet and social media. Looking forward, we plan to continue expanding and improving our coverage, and we would be honored if you choose to grow with us.





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.

**17,000** readers

**3,500** circulation per issue

**100,000** visits per month online

**6,006** followers on Facebook and  
7,000 people reached per week

**1,283** engaging each week

**4,403** followers on Twitter and more than  
63,000 tweet impressions per month

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## Our audience

Asian — **14%**

20 - 21 — **36.6%**

Black and African American — **5.2%**

22 - 24 — **15.4%**

Hispanic and Latino — **10.6%**

25 - 29 — **8.2%**

International students and staff — **8.3%**

30 - 34 — **3.2%**

White — **56.5%**

35 and over — **3.7%**

Mixed and other — **4%**

Undergraduate — **75.84%**

Under 18 — **1%**

Graduate — **19.99%**

18 - 19 — **32%**

Staff — **4.17%**



Our print advertisements are priced by size. Our smallest size is a business card size, and advertisements can be as large as a full page! Print advertisements are extremely effective at catching readers attention, conveying messages and displaying images. These advertisements also work well for printed coupons and flashy headlines. Color is available on all of our print advertisements for an additional \$200, and Pipe Dream offers design services for an additional 50 percent of the advertisement rate you choose.

### Standard Sizes

Business Card	3.65 x 2"	\$35
Standard	3.65 x 3.175"	\$65
Vertical twelfth	3.65 x 4.82"	\$85
Vertical eighth	5.54 x 4.82"	\$130
Horizontal eighth	11.21 x 2.32"	\$130
Vertical quarter	5.54 x 9.66"	\$200
Horizontal quarter	11.21 x 4.77"	\$200
Half page	11.21 x 9.66"	\$370
Full page	11.21 x 19.75"	\$660

### Deluxe sizes

Front-page banner	11.21 x 2.32"	\$430
Back full pages	11.21 x 19.75"	\$860
Center spread	23.05 x 19.75"	\$1200

Deluxe sizes subject to availability. Custom sizes available upon request.

Color – \$200

Design fee – Additional 50 percent of the advertisement rate

Rack signs – \$860

Frequency Discount

3 - 5 issues – 5 percent

6 - 9 issues – 8 percent

10 - 14 issues – 11 percent

15 - 19 issues – 14 percent

20+ issues – 17 percent



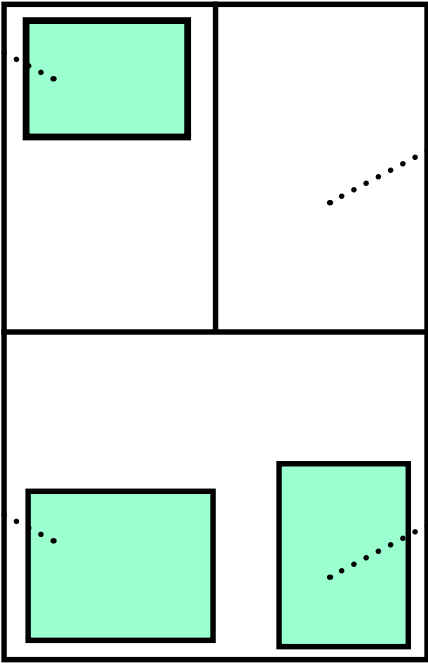
# Print Ad Placement Options

**STANDARD**

**VERTICAL  
QUARTER  
PAGE**

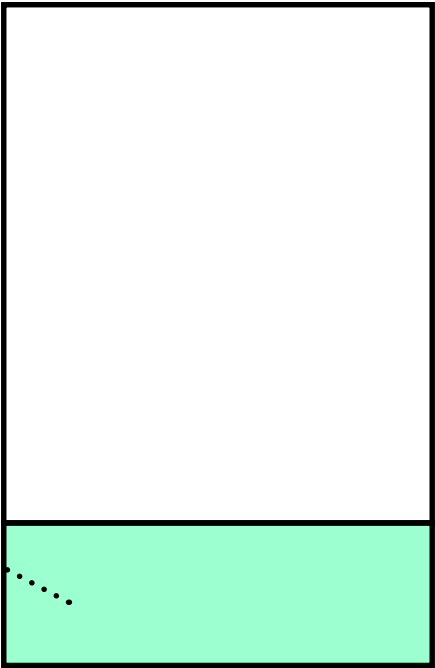
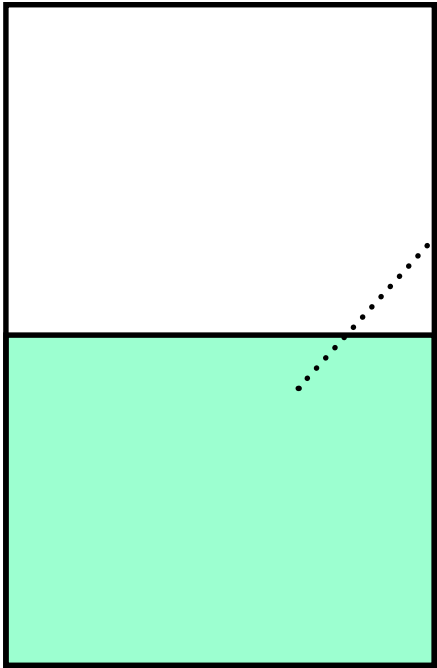
**VERTICAL  
EIGHTH**

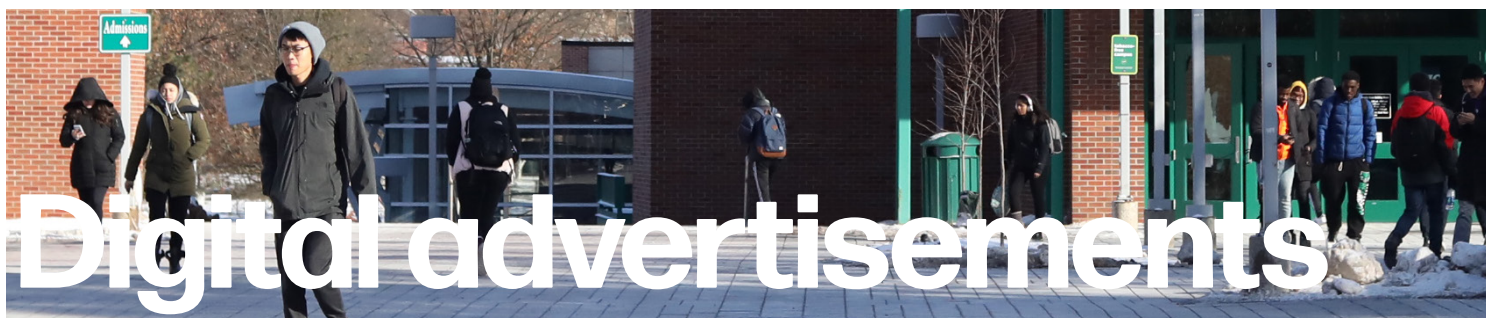
**VERTICAL  
TWELFTH**



**HALF  
PAGE**

**HORIZONTAL  
QUARTER  
PAGE**





Looking to move your advertisements to the digital age? We offer online advertisements at a range of costs. Our website is viewed by thousands weekly, and is a great way to grab attention from tech-savvy users. Web advertisements appear on computers, as well as tablets and smartphones. Advertisements can use unlimited color for web for no extra cost.

2 weeks online	728 x 90 pixels	\$200
2 weeks online	300 x 250 pixels	\$300
4 weeks online	728 x 90 pixels	\$400
4 weeks online	300 x 250 pixels	\$500
Twitter	4 sponsored tweets	\$700
Twitter	4 sponsored tweets + 1 month rectangle	\$1350
Twitter	10 sponsored tweets + 1 month rectangle	\$1750
Instagram	1 sponsored post	\$250
Facebook	1 sponsored post	\$300
Facebook	2 sponsored posts	\$600
Podcast	10-second advertisement	\$100
Podcast	30-second advertisement	\$300
Podcast	60-second advertisement	\$600

Special deals and other advertisements:  
Pipe Dream regularly runs a variety of sales and deals on our advertising options, including the options below. Contact [business@bupipedream.com](mailto:business@bupipedream.com) for pricing information on special deals and other advertisements.

Newsletter advertising  
Sponsored broadsheet issue  
Back full broadsheet page  
4 tweets + 1 month rectangle  
1 sponsored Facebook post  
Rack signs  
Sponsored tabloid issue  
4 tweets + 1 month rectangle  
4 weeks online  
Inserts  
Back full tabloid page  
Vertical twelfth  
Once a month  
CMYK processing  
Vertical quarter  
Once a week for a month  
CMYK processing

Note:  
Special edition advertising is subject to premium pricing due to increased traffic. Contact [business@bupipedream.com](mailto:business@bupipedream.com) for more details.

Advertising policy:  
Pipe Dream reserves the right to reject ads for any reason. An ad is not considered accepted until it is actually published. Proof of claims made in ads must be provided upon request. It is the advertiser's responsibility to submit digital artwork that meets the Technical Guidelines before the placement deadline. Pipe Dream cannot guarantee the quality of ads that fail to meet the technical guidelines. The advertiser agrees that ads will be placed and charged for the full length of the contract. Cancellations or changes cannot be accepted after the first placement deadline of the contract. Prepayment is required for new customers until good credit is established with Pipe Dream. Payment for credit customers is due by the date listed on the invoice, typically 15 days after the initial run date of the contract. Overdue accounts may be assessed a fee of up to 20 percent of the overdue balance. Accounts unpaid after 60 days will be sent to a collection agency. Make-goods will be made for errors by Pipe Dream that



# Web Ad Placement Options

ABOUT JOIN CONTACT ADVERTISE DONATE READ THE PRINT ISSUE



PIPE  
DREAM

NEWS SPORTS OPINIONS ARTS & CULTURE MULTIMEDIA PRIS

## BASEBALL

### Athletics department announces largest donation in University history for construction of new baseball facility

By JUSTIN ZION - 1 day ago

An anonymous donor family has made an unprecedented \$60 million donation to the Binghamton University baseball...

## CAMPUS NEWS



### Students, faculty and community members honor Milton Chester with celebration of life ceremony

By VALERIE PUMA - 2 days ago

Students, faculty and staff celebrated the life of Milton Chester, assistant dean of students for off-campus...

## CAMPUS NEWS

### HackBU hosts seventh-annual Hackathon

By HAMZA KHAN - 2 days ago

Rather than sleeping in during the snowy weekend, many Binghamton University students spent their free time coding for 24 hours straight

## Premium Banner Ad (728x90)



## CAMPUS NEWS

### Students, faculty and community members honor Milton Chester with celebration of life ceremony

By VALERIE PUMA

## TREND

1. 'Scorched them! Gei TPUSA, C Republica reported! threatenii during me
2. Editorial: Society
3. BU remov program f freshman
4. New tran: company Bingham
5. The Blue I movemen than just i to undern Lives Mat

## Premium Standard (300x250)

## MEN'S BASKETBALL

### Men's basketball defeated by Maine, falls to last in America East

By YAAKOV SPIVACK - 2 days ago



As the Binghamton men's basketball team looks to avoid a last-place finish and secure a top-eight...

## ON-CAMPUS EVENTS



### IISU's Tamasha brings romantic twist annual cultural showcase



For further information, please  
contact the Pipe Dream Business Desk:  
(607) 777-2516  
[business@bupipedream.com](mailto:business@bupipedream.com)

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Please direct all national advertising orders and  
questions to our partners at MediaMate:  
(888) 897-7711  
[orders@mymediamate.com](mailto:orders@mymediamate.com)

