



PIPE DREAM

Fall 2023 Media Kit

sales@bupipedream.com

About Pipe Dream

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 once a week on Tuesday, with a total circulation of 2,000 issues. We have

racks in nearly every building on campus, including 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.

We work with advertisers to create advertising campaigns that are meaningful to our audiences, and impactful for you. In addition to this media kit, our business staff specializes in media consulting, and can offer targeted advertising counsel to help you connect with Binghamton University students. Feel free to reach out with any questions, and we hope to partner with you soon!

Thank you,
Adam Shemesh
Advertising Manager

Analytics

2,000 papers in circulation per issue

60,000 site visits per month

5,100 followers on Instagram

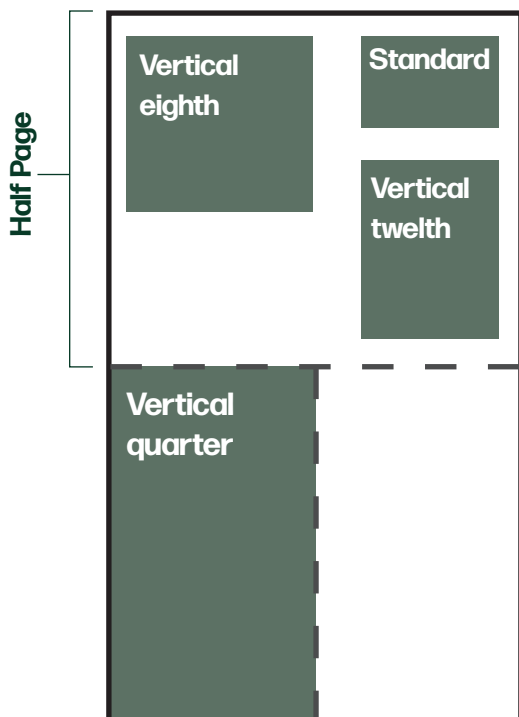
6,300 followers on Facebook

4,700 followers on Twitter

Print advertisements

Ad	Size	Rate
Business Card	3.22 x 2"	\$35
Standard	3.22 x 3"	\$65
Vertical twelfth	3.22 x 5.1"	\$85
Vertical eighth	4.9 x 5.1"	\$130
Horizontal eighth	10 x 2.55"	\$130
Vertical quarter	4.9 x 10.15"	\$200
Horizontal quarter	10 x 5.1"	\$200
Half Page	10 x 10.15"	\$370
Full Page	10 x 20.425"	\$660
Deluxe Sizes*		
Front-page Banner	10 x 2"	\$430
Back full page	10 x 20.425"	\$860
Center Spread	19.7 x 20.425"	\$1200

Ad Placement Options



*Deluxe sizes subject to availability.

Color – \$200 (Center Spread unavailable in color)

Design fee – Additional 50 percent of the advertisement rate

Rack signs (30 racks on- and off-campus) – \$2500 a semester

Frequency Discount

3 - 4 issues – 10 percent

5 - 7 issues – 15 percent

8 -10 issues – 20 percent

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.

Digital advertisements

WEBSITE			SOCIAL MEDIA		
2 week standard	300 x 250 pixels	\$200	Instagram	1 story post	\$90
2 week premium	728 x 90 pixels	\$300	Instagram	1 sponsored post	\$300
4 week standard	300 x 250 pixels	\$325	Facebook	1 sponsored post	\$100
4 week premium	728 x 90 pixels	\$525	Twitter	1 sponsored tweet	\$75
			ADDITIONAL OPTIONS:		
			Newsletter	1 ad per week	\$75

Web Ad Placement Options



PIPE
DREAM

NEWS SPORTS OPINIONS ARTS & CULTURE MULTIMEDIA PRISM Q

CAMPUS NEWS

BU trends below goals for diversity in student body, faculty

By TRESA KARNATI -
1 month ago

Binghamton University is not on track to meet all of its 2026 diversity goals — with...

COMMUNITY



County Executive Garnar issues emergency declaration

By BRANDON NG - 20 days ago

Broome County is now in a state of emergency. Signed on May 11 by Broome County...

CAMPUS NEWS

Students create GoFundMe after

Premium Banner 728 X 90



STAFF EDITORIALS

Editorial: Spring 2023 Report Card

By THE EDITORIAL BOARD

TRENDING

1. Bonus chapter of "Verity" reveals that the letter must be true
2. Beat the system with these drug test tips
3. 'EPIC: The Musical' sets to be the next big music experience
4. Rape, sexual abuse charges against Colonial defendant thrown out in court
5. All seasons of 'Breaking Bad' ranked

Premium
Standard
300 x 250

PIPE DREAM SPORTS 2022-23 AWARDS



Print Calendar

AUGUST

M	T	W	T	F
	1	2	3	4
7	8	9	10	11
14	15	16	17	18
21	22	23	24	25
28	29	30	31	

SEPTEMBER

M	T	W	T	F
				1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	

OCTOBER

M	T	W	T	F
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30	31			

NOVEMBER/DECEMBER

M	T	W	T	F
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	1
4	5	6	7	8

Special Issues:

Aug. 22 – Orientation Issue

Sep. 19 – Housing Issue

Oct. 3 – Restaurant week

Nov. 7 – Basketball Issue

For further information, please contact the
Pipe Dream Business Desk:
(607) 777-2515
sales@bupipedream.com

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