

NORTH BY NORTHWESTERN: 2016 AD RATES

northbynorthwestern.com/advertise | ads@northbynorthwestern.com | PO Box 1859, 1101 Davis St. Evanston, IL

Order Form

North by Northwestern will run your advertisement in its Spring 2016 print edition on the condition that you promise the following: 1) To pay your balance and submit your advertisement when it is due; 2) That you are fully responsible for the content of your ads and indemnify North by Northwestern and its staff; 3) North by Northwestern's liability under this contract will not exceed the amount of the price of the ad.

Choose ad size

	Size	Cost	Dimensions	Notes
<input type="checkbox"/>	Full page	\$310	8" X 10.875"	includes online ad*
<input type="checkbox"/>	Inside covers	\$360	8" X 10.875"	includes online ad*
<input type="checkbox"/>	Back cover	\$400	8" X 10.875"	includes online ad*
<input type="checkbox"/>	Half page	\$150	8" X 5.4375"	
<input type="checkbox"/>	Sidebar	\$65	2.5" X 10.875"	

Save 5% when reserving space for two issues.

Save 10% when reserving space for three issues.

Note: NBN designers reserve the right to crop or resize ads. They will not change the content or the quality.

*Choice between a week-long box ad or a 30% discount on a leaderboard and a box for one week.

We prefer digital ads, in the form of high-resolution (300dpi) PDF, JPEG, TIFF or PNG sent to ads@northbynorthwestern.com.

Payment

Reserve by May 3

Pay by May 13

To pay easily and securely through PayPal, go to northbynorthwestern.com/ads. You may also mail a check to:

PO Box 1859

1101 Davis St.

Evanston, IL 60201

Business Name:

Contact Name:

Address:

City, State:

Phone:

Email Address:

Signature:

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FULL COLOR ADVERTISEMENTS

Publishing Details

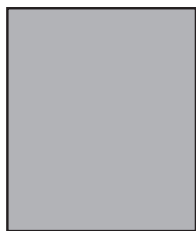
Circulation: 5000 full-color, glossy issues
Distribution: Directly to students on May 28

Advertising Deadlines

Spring 2016 Issue:
Ads must be reserved by May 3
Payment date: May 13

AD RATES & SPECS

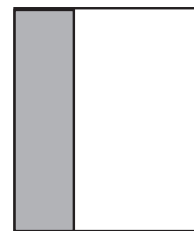
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FULL



HALF



SIDEBAR

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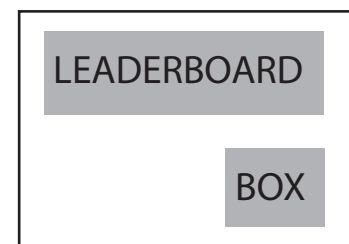
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ONLINE ADVERTISING

Our ad units are sold by day or by week, and we take JPEG, GIF or PNG formats. For a 10% fee, we can professionally design your ad for you.

Size (length of run)	Cost	Dimensions
Leaderboard (day)	\$55	728 X 90 px
Box (week)	\$83	300 X 250 px
Leaderboard + Box (week)	\$320	see above

Homepage



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North by Northwestern's magazine is award-winning

The NBN brand is immediately recognized on campus and beyond. We are consistently recognized by organizations such as the Society of Professional Journalists and the Associated College Press with top awards. Past editors, contributors and leaders of NBN have gone off to work at The New York Times, The Atlantic, Nielsen, Popular Science and other prominent media outlets. Reach students, faculty and alumni through the most talked-about publication on campus: our full-color, glossy print magazine. We distribute 5000 copies on Thursday, May 28.

FULL COLOR ADVERTISEMENTS

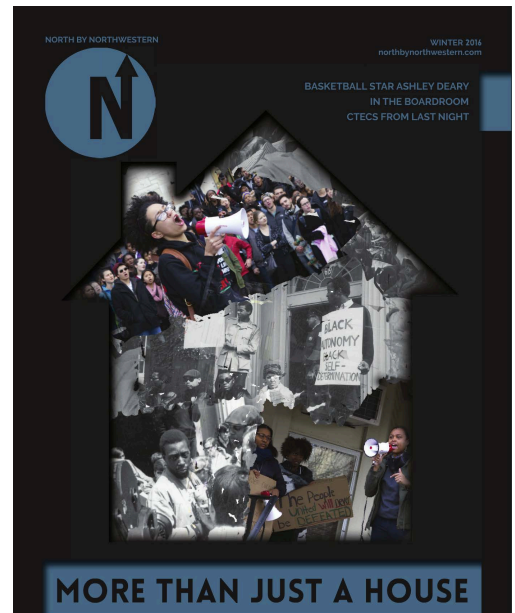
The most effective way to spread your message.

PROMOTE YOUR BUSINESS

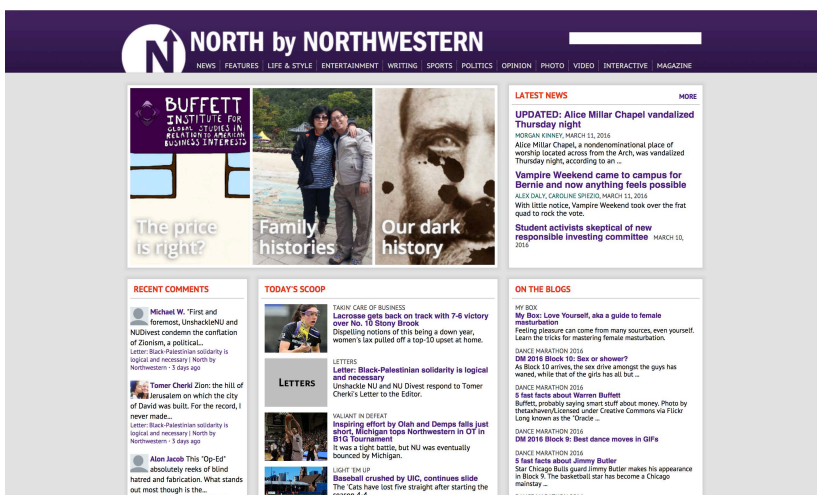
Every page and ad is full-color, ensuring that your business gets noticed immediately.

LEAVE THE DESIGN TO US

If you don't have an ad prepared, our talented designers will work with you to make one that is professional and effective.



ONLINE ADVERTISEMENT



Reach students online. Each day we get several thousand unique page views with our award-winning site. We update it 24/7 with top-notch content ranging from breaking news to features to creative writing.

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