

THE MUHLENBERG Advocate

ESTABLISHED 2000

ONLINE ADVERTISING PRICE & INFORMATION GUIDE

WHO ARE WE?

Founded in 2000, The Muhlenberg Advocate is the online student publication of Muhlenberg College. A student-run, non-profit organization, "The Advocate" focuses on issues relating to the lives of college students throughout the country. Presently published bi-weekly, stories cover topics ranging from politics to music, satire to technology, while embracing the full potential of electronic media.

HOW TO CONTACT US

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WHY SHOULD YOU?

We are a rapidly growing organization, seeing a significant traffic increase; registering approximately 6,000-7,000 unique impressions per issue.

Online advertising is a fast growing medium with an unique ability to capture the readers attention. Online ads can utilise multiple colors, animations and links to company web pages providing more complete information for consumers.

A benefit of online ads is that they can be displayed for either a specified length of time or a specific number of impressions. This provides flexibility unattainable with conventional ads.

An online ad can be linked directly to your company's website to provide the consumer with more in-depth information regarding your product or service. This gives you the ability to be simple with an ad design, knowing your customer is just a click away from learning more.

THE IMPORTANT STUFF...

Online Ad Rate

\$25 for single bi-weekly issue

\$35 for one month (concurrent bi-weekly issues)

\$10 late payment fee

Our ad size is a standard 468 x 60 banner ad (see example below)...

Ads must be in either .jpeg or .gif format and received at least 3 days before publish date...

Not computer literate? We will design ads and content web sites for interested parties. Contact our Business Manager for pricing...

All ads must be approved by the Editorial Board. The Board reserves the right to not publish an ad for "any or no reason"...

468 x 60 BANNER AD
(ACTUAL SIZE)