

The Pace Chronicle

861 Bedford Rd., Pleasantville NY 10570 editor@pacechronicle.com

2022-2023 MEDIA KIT

10% discount for any combination of web and print ads

WEB AD RATES

Leaderboard or footer (728 x 90 px):

\$100/month, \$50/ 2 weeks

Sidebar (300 x 250 px):

\$75/ month, \$40/ 2 weeks



PRINT AD RATES (per issue)

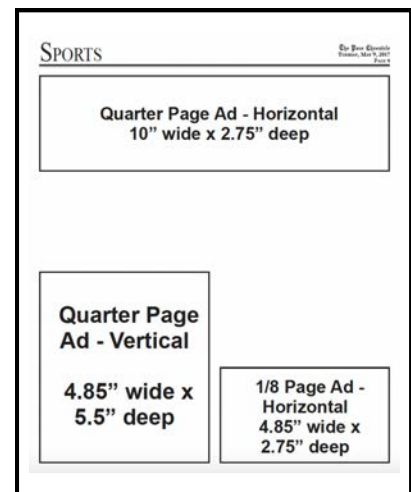
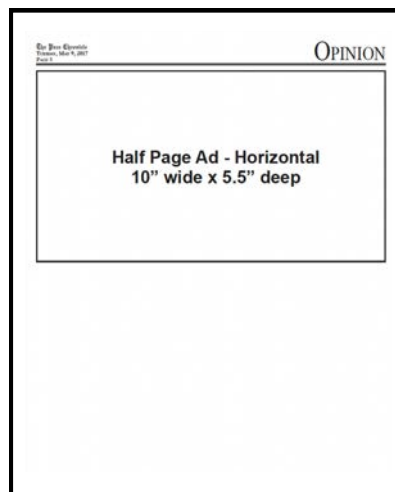
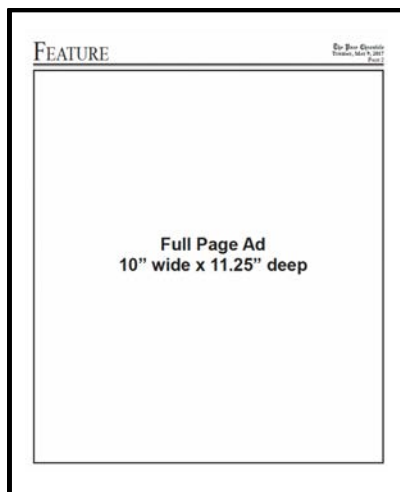
Full page (11.25" H x 10" W): \$300

Half page (5.5" H x 10" W): \$150

Quarter page vertical (5.5" H x 4.85" W): \$75

Quarter page horizontal (2.75" H x 10" W): \$75

Eighth page (2.75" H x 4.85" W): \$37.50



About us

The *Pace Chronicle* is the student-produced newspaper serving Pace University's Pleasantville campus. Our mission is to provide news of value to the campuses of Pace University and its community. The paper focuses on three areas: the campus itself, the New York area and national issues that can affect college students.

Founded in 2011, the *Pace Chronicle* is the proud successor to prior student newspapers on the Pleasantville campus, including the *Paw Print*, *New Morning*, the *Pace Profile*, and the *Prestonian*.

We publish one print issue per semester in tabloid (11"x13") format, with 500 copies distributed on campus. Our fall issue coincides with the beginning of the academic year in early September. Our spring issue is distributed in early May. Our website, pacechronicle.com, is continually updated as news happens during the academic year. Stories are also distributed on Instagram, Twitter, and Facebook.

About our readers

The *Pace Chronicle* serves an audience of roughly 4,400 students, as well as administrators, faculty, and staff members, on Pace University's Pleasantville campus. Secondary audiences include approximately 8,400 students on Pace University's New York City campus, 700 students at the law school in White Plains, Pace alumni, and the Pleasantville/ Westchester County community.

The Pace student population is diverse; 55% identify their race/ ethnicity as something other than white. About 65% of Pace students are women. Pace students represent a total of 49 states and 120 countries. However, 72% of students are from the tri-state area (New York, New Jersey, Connecticut). About 60% of Pace Pleasantville students live on campus.



Photo: Sydney McKay

How to advertise

Email all ad inquiries to editor@pacechronicle.com. All creative/artwork must be emailed at least 7 days prior to publication. PDF files are preferred; all fonts should be outlined and images embedded. Ads may be in color or black and white. Please use CMYK mode and 300 PPI minimum resolution for print ads; use RGB mode and 72 PPI minimum resolution for web.

Design services are available for a \$25 fee. Please prepare specifications for copy, images and any other details at least 7 days prior to the ad run. All proofs are property of the *Pace Chronicle*.

We accept business checks made out to Pace University (please enter "Pace Chronicle" in the memo field). Pre-payment is required for new advertisers.

Terms and conditions

- The *Pace Chronicle* reserves the right to reject an advertisement it deems objectionable for any reason.
- Advertising having the appearance of news must be clearly labeled as "Paid Advertising" or "Sponsored Content."
- The *Pace Chronicle* assumes no responsibility for errors when a finished (camera-ready) artwork has been submitted by the advertiser or if a proof has been submitted in advance of publication to the advertiser, his/her agent or representative.
- Files sized incorrectly will be resized proportionally in one dimension and "floated" in the space purchased.
- The advertiser assumes all liability for any ad placed in the *Pace Chronicle* and agrees not to hold the *Pace Chronicle* and/or its agents liable for the content of all advertising authorized for publication, including any photograph, likeness, name, logo, trademark, representation or other material provided by the advertiser.
- The *Pace Chronicle* does not guarantee position placement. However, requests will be honored when possible.
- All ad changes and cancellations must be made before the advertising deadline. Ads canceled after the deadline will be charged the full amount.
- Accounts not paid within 60 days may be submitted for collection and will be charged a minimum 10% penalty. Accounts not paid after 90 days will be submitted for collection and assessed a late fee of up to 30%.

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