The Geneva Cabinet

SPRING 2012 MEDIA GUIDE

About *The Geneva Cabinet*

The student newspaper of Geneva College, the Geneva Cabinet is a weekly newspaper distributed to the student body, faculty, staff, and visitors free of charge every Friday during the school year. The paper is distributed through paper bins in prominent locations, mailbox stuffings of certain editions, and directly to passersby in high traffic locations. Past editions may be viewed on Geneva College's website. The paper is run by a student editorial staff led by an upperclassman and features campus events, regional, national, and international news, personality interviews, Geneva and Pittsburgh sports, Sudoku and mind games, and popular comics. The Geneva Cabinet is printed in tabloid size with five columns, each 1.85" wide.

Geneva College Statistics

1359 Undergraduate Students
Approx. 200 Graduate Students
85,000 Visitors Annually

The diverse readership includes students in 36 undergraduate majors and 7 masters degree programs, 96 full-time and highly involved faculty members, and hundreds of college guests and supporters.

Spring 2012 Publish Dates, Deadlines, and Special Issues

Publish	Deadline	Note
1/20	1/17	First Issue, Color
1/27	1/24	
2/3	1/31	
2/10	2/7	
2/17	2/14	
2/24	2/21	
3/2	2/29	
3/23	3/20	
3/30	3/27	
4/13	4/10	
4/20	4/17	
4/27	4/24	Color

Ad Sizes and Rates

Size	Rate	Min. Resolution
Full Page (10x12.5")	$200	3000x3750
Half Page (10x6")	115	3000x1800
3-Column Half-height block (6x6")	55	1800x1800
2-Column Quarter-height block (4x3")	25	1200x900
Front Page Event Ad	40	
Per-Column Inch	7	
(1.8, 4, 6, or 8 inches wide, 1 inch minimum)		

Color ad	additional 20%

Discounts (stackable)	
3 weeks in one semester	10%
5 weeks in one semester	20%
10 weeks in one semester	30%
Local Organization Discount	20%
Geneva departments and student clubs up to 3-column half-height block:	Free

New: Event Advertising

The only advertising opportunity on our front page, this ad appears next to major campus event reminders in an eye catching area of the front page. The event ad will feature a two to four word title of your event, the location, date, and time. Events must occur the weekend of publication and should be of general interest, free or paid. If you pair this ad with an inside ad, we will include text indicating the presence of more information inside the paper.

How to advertise in *The Geneva Cabinet*

To place an ad, email us at cabinet.editor@geneva.edu. Space reservations should be made as early as possible to ensure space availability. Ad artwork must be received by the deadline posted for the publication date.

Ad Sizes are shown in the table below. Color advertisements below a full page are available in issues marked color in the publishing schedule. Full page color advertisements are available in any issue. Color ads cost 20% extra.

We accept JPG and PNG images as well as PDFs. Image files should be designed to take up the allotted space. Images that don't fit the allotted space will not be stretched. For best results, image resolution should be 300 dots-per-inch or higher. The Geneva Cabinet shall not be responsible for ads that don't print or which don't print properly that are not to specification. We will attempt to work with you to ensure best results.

The Geneva Cabinet reserves the right to refuse any advertisement at the discretion of the editorial staff.

Contacting *The Geneva Cabinet*

You may reach our editorial and advertising team through email: cabinet.editor@gmail.com. Our business managers and layout editor will be happy to work with you to develop an advertising program that will bring quality exposure to your business.