

the sentry

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Student Media Advisor:

Carrie Moniot

Advertising Manager:

Marissa Homer

Affiliations:

- Society of Collegiate
Journalists
- American Scholastic
Press Association

publication schedule

Spring 2012:

Due Date


Jan. 17
Feb. 14
March 13
April 17

Run Date

Jan. 19
Feb. 16
March 15
April 19

online rates

- headliner (728 pixels x 90 pixels): \$100/month
- side ads (300 pixels x 250 pixels): \$60/month
- business card size ad (160 pixels x 600 pixels): \$25/month

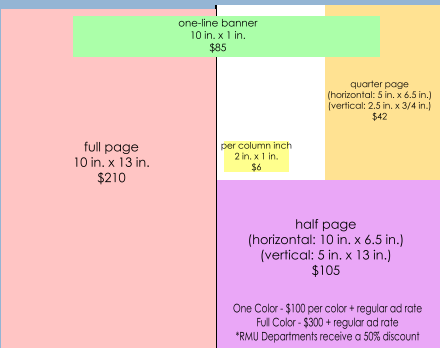


THE SENTRY
SERVING ROBERT MORRIS UNIVERSITY AND MOON TOWNSHIP

**2011-2012
Advertising Rates
& Information**

rates & pricing

scaled version of newspaper



one-line banner
10 in. x 1 in.
\$85

full page
10 in. x 13 in.
\$210

per column inch
2 in. x 1 in.
\$6

quarter page
(horizontal: 5 in. x 6.5 in.)
(vertical: 2.5 in. x 3/4 in.)
\$42

half page
(horizontal: 10 in. x 6.5 in.)
(vertical: 5 in. x 13 in.)
\$105

One Color - \$100 per color + regular ad rate
Full Color - \$300 + regular ad rate
*RMU Departments receive a 50% discount

payment

All ads must be paid at the time of placement with a check or department transfer. Invoices are supplied at the time of ad placement. In the case of an error on the part of *The Sentry* accommodations will be made to correct the error. To qualify for a discount an advisor must be affiliated with RMU.

circulation

The Sentry is distributed on campus at multiple locations.

pressrun

850 + online

Please send and specify on checks:

Robert Morris University
ATTN: Communication Department - The Sentry
6001 University Blvd.
Moon Township, PA 15108