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The Torch  
O'Connor Hall, B-Level  
8000 Utopia Pkwy.  
Queens, NY 11439



Advertising Department  
torchads@gmail.com  
718.990.6444

The independent student newspaper of St. John's University

## 2018 - 2019 Ad Guide



**96th Editorial Board**

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## 2018 - 2019 Media Guide

### Publication Overview

**Editor-in-Chief:** Angelica Acevedo

**Managing Editor:** Isabella Bruni

**Frequency:** Weekly

**Size:** 12-24 pages: 11 x 15 in. (Tabloid)

**Print Circulation:** 1,000    **Online Circulation:** 15,000

**Market:** 15,000 Undergraduates, 5,000 graduates, 650 full time faculty

**Student Demographics:** 43% male, 57% female, 43.7% Caucasian, 15.2% Asian, 14% Hispanic, 12.2% Black, 13.8% Other

The Torch serves the Queens, Staten Island and Manhattan campuses of St. John's University. St. John's is a metropolitan, Catholic and Vincentian University located in Queens, NY. Just 45 minutes from Manhattan, the Queens campus draws a diverse student body from all over the country as well as the world. The Torch is published and distributed on the Queens and Staten Island campuses and is available online at [torchonline.com](http://torchonline.com).

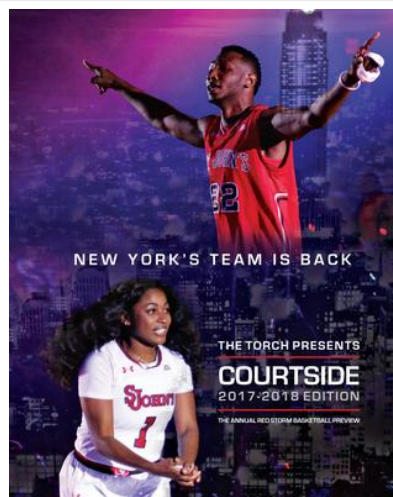
Tear Sheets for print ads are mailed within two (2) weeks of publication.

#### 2018 - 2019 Publication Dates

September 19, 2018	January 30, 2019
September 26, 2018	February 6, 2019
October 3, 2018	February 20, 2019
October 17, 2018	February 27, 2019
October 24, 2018	March 20, 2019
November 7, 2018	March 27, 2019
November 14, 2018	April 3, 2019
November 28, 2018	April 17, 2019
December 5, 2018	April 24, 2019

#### Courtside Magazine

*Courtside* is the annual *Torch* basketball print color magazine. All ads are due 15 days before publication for *Courtside*. We are currently seeking ads and sponsorship for *Courtside*. Publication date TBD.



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## 2018 - 2019 Media Guide

### Advertising Rates - Print

Size (L x W)	Price (B&W - Color)
Classified 1 (3.5 in x 2 in)	\$10 – \$20
Classified 2 (4 in x 3.5 in)	\$15 – \$25
Half-Quarter (5 in x 3.5 in)	\$50 – \$75
Quarter (5 in x 7 in)	\$80 – \$110
Half-page (10 in x 7 in)	\$185 – \$210
Full-page (10 in x 14 in)	\$255 – \$375
Large (10 in x 4.5 in)	\$160 – \$185
Small (6 in x 3.5 in)	\$65 – \$90
Banner (10 in x 2 in)	\$45 – \$60
\$20 upcharge for front page, \$15 upcharge for sports page	
Advertiser-produced inserts	\$50

### Advertising Rates - Web

Website - Right side bar continuous show 300px x 300px	\$100/weekly
Website - Top/bottom - front page only 1400px x 150x	\$130/weekly
Website - Section sidebars - front page only 300px x 200x	\$75/weekly

### Discounts/Other

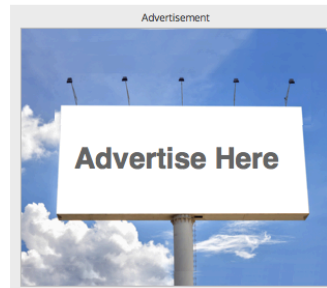
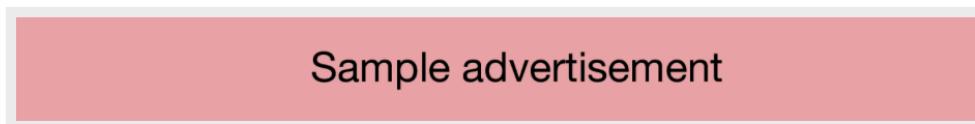
3-4 ad placements	5% discount
5-8 ad placements	8% discount
9+ ad placements	12% discount
Torch-created ad	8% surcharge

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## Advertising Size Estimates on Website



Top/bottom - front page only (1500px x 150px)

Right side bar continuous show (300px x 200px)

[VIEW ALL >>](#)



Opinion



Flames of the Torch

4/26/17

Torch Staff

With dreams of summer almost upon us, finals are the last and most

challenging things standing in the way of our



Brooklyn

April 26, 2017

With their final show at new venue Brooklyn Steel on April 22, indie pop duo...



LASO Screens "Making of a

Gangsta" with Meet the

Filmmaker: Adam Ybarra

April 26, 2017

"Making of a Gangsta," a crowdfunded documentary featuring experts on gangs and ...



Bad Astronauts "Make Funny"

at End of Year Show

April 26, 2017

Serena Williams, Spongebob

Squarepants and a deflated soccer ball go to a pa...

[VIEW ALL >>](#)

Sports

Section sidebars - front page only (300px x 200px)