

**THE
TORCH**

2020-2021 Media Package



The Torch Business Department

O'Connor B-Level
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torchads@gmail.com
Queens, NY 11439
www.torchonline.com/advertising

718.990.6444

Publication Overview

The *Torch* serves the Queens, Staten Island and Manhattan campuses of St. John's University. The publication is now in its 98th year at the University and is the only independent, student-run newspaper at St. John's University. Since the *Torch* is independent, it is funded by donations and advertisement revenue, only. St. John's is a Metropolitan, Catholic, Vincentian and Global university located in Queens, NY. Just 45 minutes from Manhattan, the Queens campus draws a diverse student body of more than 21,000 students from 46 states and 119 countries. The *Torch* is published and distributed on the Queens and Staten Island campuses on a monthly basis and live articles and PDF versions of full issues are available on our website, torchonline.com.

At a Glance:

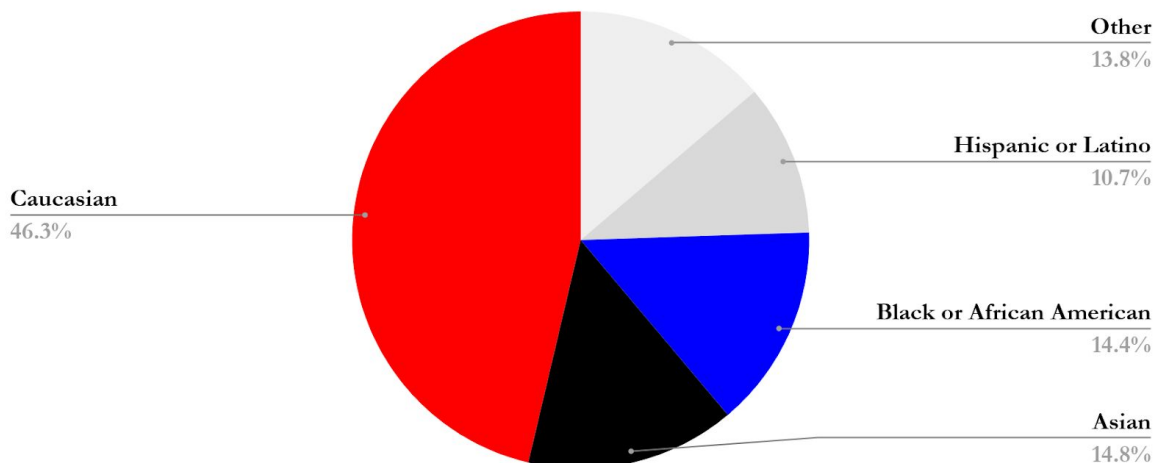
Frequency: Print - Monthly, Online - Rolling Basis

Print Circulation: 1,000 copies

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

Market: 17,088 Undergraduate Students; 4,633 Graduate Students; 2,800 Faculty

Student Demographics: Female - 59% | Male - 41%





The Torch Online

The *Torch* welcomes online advertisements on a weekly basis. Advertisements are placed in the desired location on the website and removed promptly from the site seven days later. The *Torch* publishes more than 10 articles per week during the academic year and maintains coverage during the summer season. Within the last five years the *Torch* has increased its digital presence by promoting content on social media platforms such as Twitter, Instagram and Facebook, which directs a majority of the traffic to the site. The *Torch* averages 11,000 site views per month, with more than 3,000 new users on a monthly basis.

Online Advertising Rates 2020-2021

See following pages for reference

Type	Price
Home Top Right	\$130 / week
Home Bottom Right A	\$100 / week
Home Bottom Right B	\$75 / week

Note: The Torch has temporarily paused print production of issues for the Fall 2020 semester. All online advertisements must be emailed to torchads@gmail.com as a .JPG file at least five business days before the desired publication date. Online advertisements should be square-sized (300x300 pixels) for the best results. Inquiries for advertisement placements that differ from the standard three locations must be sent via email at least two weeks in advance to best accommodate the request. All transactions are final.

Online Advertisement Placement Guide 2020-2021

Home Top Right

The Independent Student Newspaper of St. John's University

NEWS SPORTS FEATURES CULTURE OPINION PHOTO GALLERY VIDEO THE BOLT – STATEN ISLAND CORONAVIRUS ST. JOHN'S

@SJUTorch

Tweets by @SJUTorch

The Torch @SJUTorch
We have big plans for this summer! 🍀 The Torch plans on using its digital platform to keep the @StJohnsU community more informed than ever. Check out the last staff editorial of the year for more. torchonline.com/opinion/2020/0...

FLAMES Flames of the Torch: What You Ca...
The end of the 2019-20 school year has arrived. Some of us are pressing torchonline.com

Embed [View on Twitter](#)

Trending Stories

- 1 The University's Response: The Torch Talks To President Gempesaw
- 2 Students Tell All: COVID-19 Pandemic
- 3 New Johnnies Look to Get St. John's Basketball Storming
- 4 Bartels and Henshaw On the Unexpected Ending of their Final Baseball Season
- 5 SJU Seniors: The Torch Wants to Hear From You

SUBSCRIBE!
Torch Subscriptions are available now

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Home Bottom Right A

The Independent Student Newspaper of St. John's University

NEWS SPORTS FEATURES CULTURE OPINION PHOTO GALLERY VIDEO THE BOLT – STATEN ISLAND CORONAVIRUS ST. JOHN'S

TRIFEST

[View More on Instagram](#)

52 likes
sju_torch


Our Editorial Board and staff attended this years Tribeca Film Festival. Read their reviews on these independent projects in our bio 📄

Designed by Jenna Woo
[view all comments](#)

Add a comment


TORCH

Can the Presidential Election Be Canceled?
Nataly Lado, Staff Writer
May 14, 2020
Editor's Note: We hope you have enjoyed our election coverage. This will be the last installment of our series until...



[VIEW ALL](#)

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ONLY \$9.98

Home Bottom Right B

The Independent Student Newspaper of St. John's University

NEWS SPORTS FEATURES CULTURE OPINION PHOTO GALLERY VIDEO THE BOLT – STATEN ISLAND CORONAVIRUS ST. JOHN'S

Sports



Another Year in the Books for St. John's Athletics

Sydney Denham, Sports Editor

May 8, 2020

With the academic year coming to an end, it is pretty evident that St. John's Athletics programs finished on an unusual...



Culture



Harry Styles Releases 'Watermelon Sugar' Music Video

Jillian Ortiz, Managing Editor

May 20, 2020

Well, he has done it again. It's been six months since Harry Styles debuted "Watermelon Sugar" on Saturday Night Live in...



Pitch to us!

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Opinion





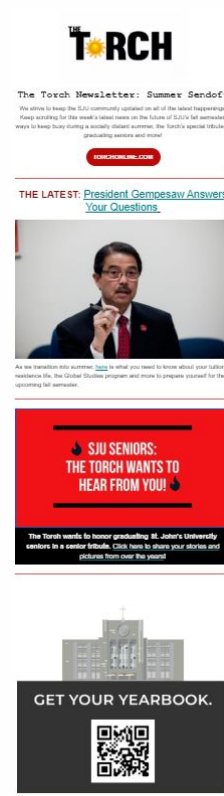
The Torch Newsletter Advertising Rates 2020-2021

The *Torch* newsletter was established in March 2020 and highlights the top stories published within seven days of the newsletter date. It is sent to a growing mailing list of more than 300 subscribers every Wednesday at 6 p.m. during the academic year. Starting Fall 2020, the *Torch* will offer advertisement opportunities in its newsletter. Pricing will be issued on a case by case basis. Advertisements to be placed in the newsletter must succeed at least two stories and should be sized as a square (300x300 pixels). Inquiries for advertisement placements that differ from the standard location must be sent via email at least two weeks before the newsletter date to best accommodate the request. All transactions are final. Below are the tentative dates for the newsletter for the 2020-2021 academic year.

Tentative Newsletter Dates Newsletter Ad Placement

Fall 2020	Spring 2021
Sept. 2	Jan. 20
Sept. 9	Jan. 27
Sept. 23	Feb. 3
Oct. 7	Feb. 17
Oct. 21	Feb. 24
Oct. 28	March 24
Nov. 4	March 31
Nov. 11	April 7
Nov. 18	April 21
	May 5
	May 12

Sample



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Discounts/Other

Type	Percentage
Student	15% Discount
Subscriber	30% Discount
In-house Design	8% Surcharge

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