

the Cluster

ADVERTISING PACKET 2016-2017

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WHO WE ARE

The Cluster is a student run newspaper that has been in print at Mercer University since **1920.**



With a print circulation of 1,300 copies, *The Cluster* is distributed for free throughout the Macon campus, Mercer Village and downtown Macon.

1,800
Faculty

8,600+
Students

150,000+
Macon Residents

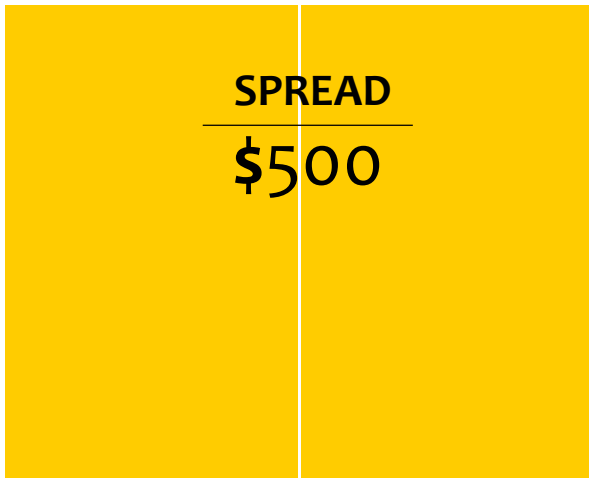


**EARNED THE GEORGIA COLLEGE PRESS
ASSOCIATION AWARD FOR BEST COLLEGE
NEWSPAPER SITE.**

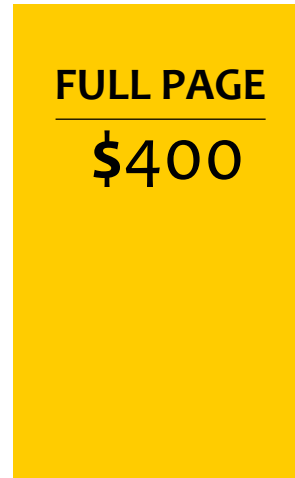
Famous former writers include **Jack Tarver**, attorney and author **Robert Steed** and *Atlanta Journal-Constitution* editor **Reginald Murphy**.

PRINT ADVERTISING

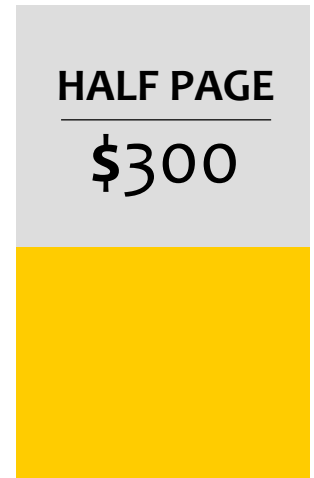
SIZES & PRICES



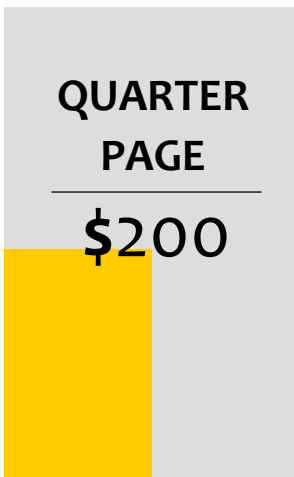
Two Full Pages Side-by-Side



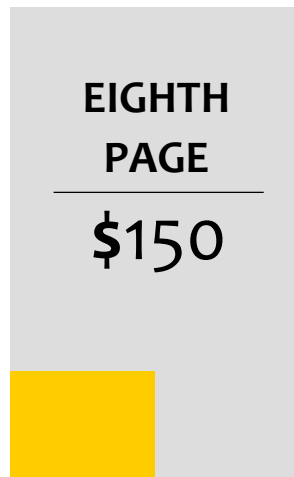
10.25"W x 14"H



10.25"W x 7"H



5"W x 7"H



5"W x 3.5"H OR
2.375"W x 7"H

DISCOUNTS

Make sure to let us know if you would like a discount. We do not automatically give you a discount if your order applies for one.

PREPAY DISCOUNT

10% off entire order when advertisement is paid for in advance.

BUNDLE DISCOUNT

10% off when you buy all three types of ads (print, website, and social media).

FIRST TIME DISCOUNT

15% off for businesses that have not advertised with *The Cluster* (only redeemable once).

STUDENT ORGANIZATION DISCOUNT

25% off for student organizations at Mercer University.

SEMESTER DISCOUNT

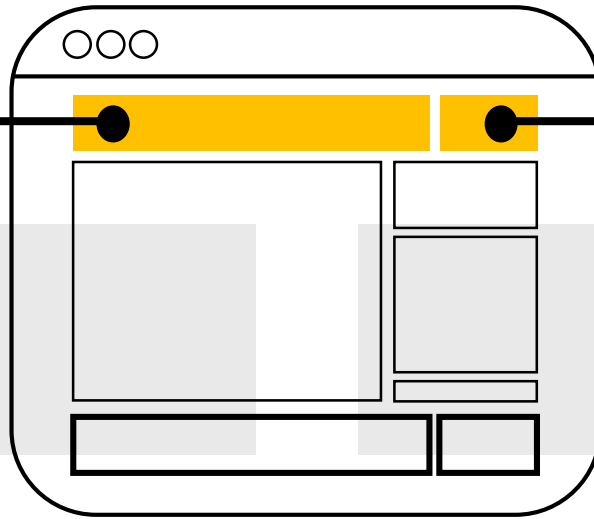
35% off when you buy ads for the entire semester (August–December or January–April).

ONLINE ADVERTISING

WEBSITE

MAIN LEADERBOARD
728px wide x 90px tall

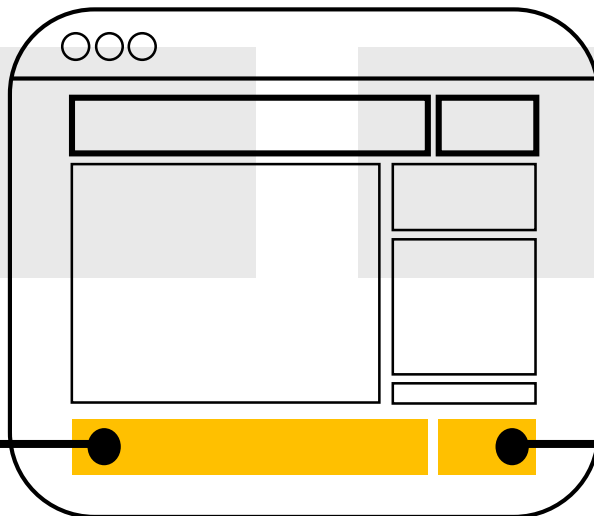
\$200 per week
OR
\$750 per month



SMALL LEADERBOARD
205px wide x 90px tall

\$100 per week
OR
\$350 per month

\$150 per week
OR
\$550 per month



MAIN FOOTER
728px wide x 90px tall

SMALL FOOTER
205px wide x 90px tall

SOCIAL MEDIA



\$10 per tweet and
Facebook post on
The Cluster AD
account.

\$30 per tweet and
Facebook post on
The Cluster MAIN
account.

**MAXIMUM AMOUNT ALLOWED: TWO
TWEETS & ONE FACEBOOK POST PER WEEK.**

AD SUBMISSIONS

PLACING AN AD

For PRINT, ads must be sent to the Advertising Manager **at least 7 days before the desired issue** online via email to advertising@mercercluster.com.

For ONLINE, ads must be sent in at least 7 days before the desired publication date (to the website or social media platform) specified via email.

ARTWORK



Ads must be submitted in TIFF, JPEG, PNG or PDF format. All colors must be in CMYK format. We have an in-house designer that can create an ad for you at an additional cost of **\$45**.

PAYMENT

We accept cash, check and money orders as payments for any advertising. We currently do not accept credit or debit cards. Pre-orders are preferred for invoicing purposes, but we do accept post-run payments as well. PDF versions of the featured issue cover and the page where the ad appears will be sent via email for proof of performance, along with an invoice notifying the billing status. A hard copy of the issue can be mailed to the advertising organization after publication, if requested.

Please send all payments in sealed, postmarked envelopes to 1501 Mercer University Dr, Macon, GA 31207 MU Box 72728. Do not forget to include the box number, or else we will not receive your payment and will request that you re-send it.

PUBLICATION SCHEDULE

2016-2017

2016

Issue Number	Publication Date	Ad Due Date
1	8/18/16	8/11/16
2	9/1/16	8/25/16
3	9/15/16	9/8/16
4	9/29/16	9/22/16
5	10/13/16	10/6/16
6	10/27/16	10/20/16
7	11/10/16	11/3/16
8	12/1/16	11/24/16

2017

Issue Number	Publication Date	Ad Due Date
9	1/26/17	1/19/17
10	2/9/17	2/2/17
11	2/23/17	2/16/17
12	3/16/17	3/9/17
13	3/30/17	3/23/17
14	4/13/17	4/6/17
15	4/27/17	4/20/17

OUR PEOPLE

Nicholas Wooten

Editor in Chief

Jenna Eason

Managing Editor

Carina Plasencia

Advertising Manager &
Photography Editor

Debbie Blankenship

Adviser



@MercerCluster

@MercerClusterAD (Facebook & Twitter only)

1501 Mercer University Dr, Macon, GA 31207 MU Box 72728

T: (404) 573-6300 • advertising@mercercluster.com