

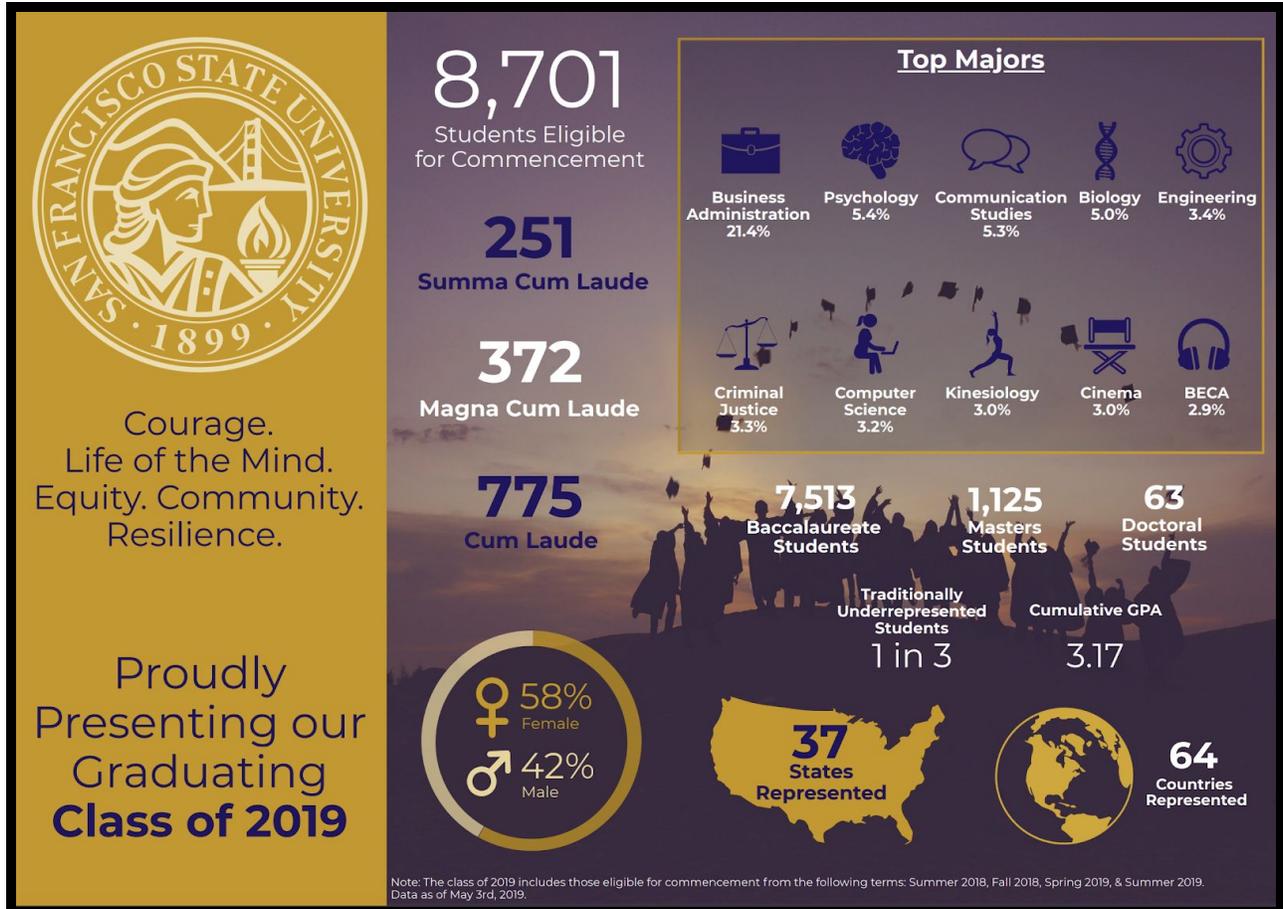
Advertise in SF State's Golden Gate Xpress

<https://goldengatexpress.org/>

Advertise in San Francisco State's award-winning, student-produced online news site and print newspaper. The Golden Gate Xpress' online site publishes breaking news, campus highlights and in-depth investigative packages throughout the school year. The newspaper also publishes every Tuesday during the school year. More than 3,500 newspapers are distributed weekly across campus.



Since 1927, the paper has served the university's community of students, faculty and staff, now totalling over 37,000 individuals. San Francisco State, located in a top-tier advertising market, is [ranked as one of the most diverse universities in the country.](#)



Print advertising

All printed advertisements range in size and placement. Printed advertisements should be sent in at 300 DPI CMYK with a black tone of 60%.

- 10% discount for 5 to 7 ads placed in a semester
- 20% discount for 8 or more ads placed in a semester
- All ad rates are listed for black and white ads
- Color ads cost an additional 25% each

Deadlines for ad submission

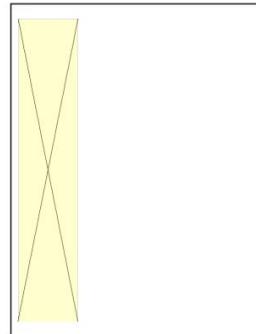
All final, camera-ready ads are due the Wednesday prior to publication date (see calendars below for newspaper distribution dates).

The fine print

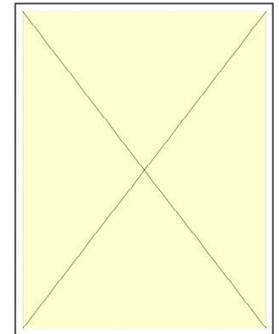
The Golden Gate Xpress staff will not accept advertising that, based on our opinion, is deemed inappropriate.

Ad Size	Dimensions	Price
1/4 Page	4" x 5"	\$600
1/2 Page	8" x 5"	\$750
Full Page	8" x 10.5"	\$1,500
Back Page	8" x 10.5"	\$2,000
Column	1.9" x 10"	\$575
1/2 Column	1.9" x 5"	\$500
Free standing insert (FSI)	Single sheet ads placed in the center of newspaper	\$2,500 (plus printer fees)

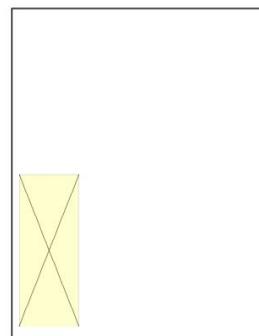
Full Column
1.9" x 10"



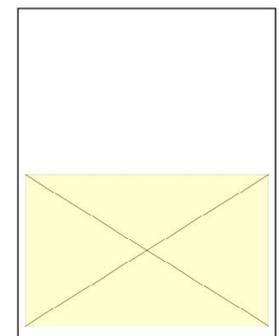
Full Page
8" x 10.5"



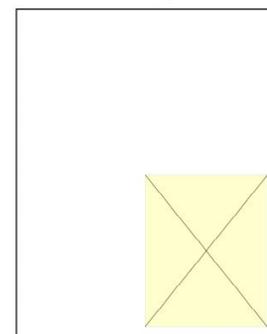
Half Column
1.9" x 5"



Half Page
8" x 5"



Quarter Page
4" x 5"



February 2020						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March 2020						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April 2020						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May 2020						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Online advertising

All digital advertisements placed as leaderboards and medium rectangle ads are static. Leaderboards can be placed within our ad network. Digital advertisements should be sent in at 120 DPI RGB. Ads are run-of-site (ROS) unless premium placement arranged.

- 10% discount for 5 to 7 ads placed in a semester
- 20% discount for 8 or more ads placed in a semester

Deadlines for ad submission

Digital advertisement placement reservations are due two days before publishing.

The fine print

The Golden Gate Xpress staff will not accept advertising that, based on our opinion, is deemed inappropriate.

Policy for online & print ads

A signed insertion order or email placing an ad, signifies acceptance of the policy and provisions of the media kit. The agreement to publish an advertisement does not imply endorsement of the product or service nor belief expressed in ads. The advertiser and/or agency agree to assume full responsibility and liability for any advertisement or campaign placed with Xpress.

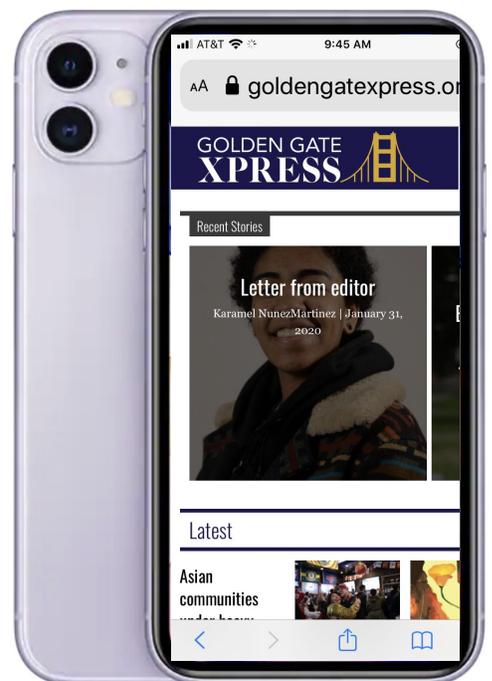
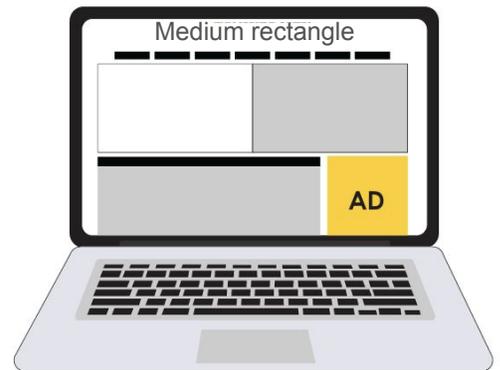
Payment for online & print ads

Advance payments are required for advertisements unless terms are established. Accepted forms of payments include cash, check or credit card. If paying with credit card, please notify us in advance to arrange the transaction.

Contact for online & print ads

Amber M. Wehrer, AOC
Department of Journalism
1600 Holloway Ave., HUM 305, San Francisco, 94132
(415) 338-3560 | amberw@sfsu.edu

Ad Size	Dimensions	Price
Leaderboard	720 pixels wide x 90 pixels tall	\$100 weekly
Medium Rectangle	300 pixels wide x 250 pixels tall	\$100 weekly



Errors, adjustments & placements for online & print ads

Error liability is limited to the cost of the space purchased in either the printed or digital piece. Credit will be issued for the first incorrect placement. Xpress is not responsible for incorrect information submitted by the advertiser, be it camera ready or a previously approved design. Xpress is not responsible for typographical errors.

Additionally, advertisement placements in both the printed and digital versions are at the discretion of the Xpress staff.

Feel good about advertising with Xpress

Producing quality journalism is a costly enterprise. SF State's Journalism Department is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). It is a member of the California Newspaper Publishers Association and sponsors a student chapter of the National Press Photographers Association. Our mission is to educate students and provide leadership in an evolving media landscape by promoting integrity, creativity, innovation, and social responsibility in accurately telling the stories of a multicultural world.

All advertising money goes directly to cover the costs of students producing Xpress. In addition to advertising Xpress accepts tax-deductible charitable donations. For more information about donating to Xpress, please contact Amber M. Wehrer at (415) 338-3560 or amberw@sfsu.edu.