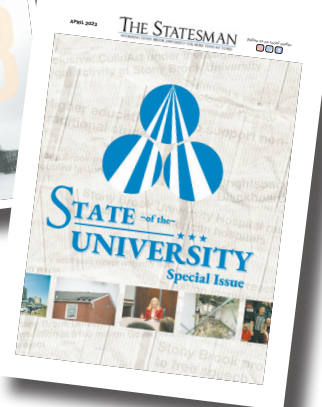


# THE STATESMAN

INFORMING STONY BROOK UNIVERSITY FOR MORE THAN 60 YEARS

As Stony Brook University's most trusted campus publication, *The Statesman* has stimulated the campus community with engaging, award-winning journalism while informing students and faculty alike since 1957. Our website publishes articles daily to an audience of 26,000 students and 2,000 staff, making *The Statesman* the premiere option for reaching Stony Brook University's diverse community, including the vast and engaged alumni network across the country. We also offer 2,000 copies of printed special issues once a month which are distributed across the University's campus.

*The Statesman* encourages local businesses and community members to contact our professional Advertising Department at: [advertising@sbstatesman.com](mailto:advertising@sbstatesman.com). For additional services or assistance, a team member will be happy to meet with you. We appreciate your business and look forward to working with you this year to satisfy your advertising needs.



# Demographics

August 2020 – September 2023

## Top 5 viewed articles in the past 3 years

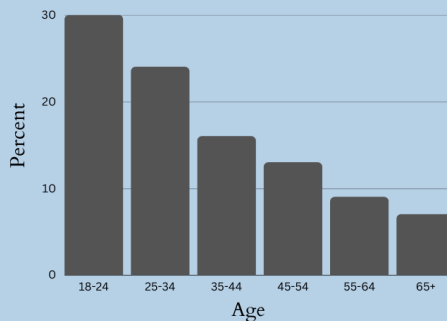
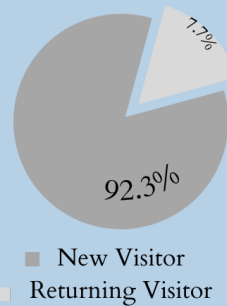
1. "If we lose the Internet Archive, we're screwed"  
by Christine Kelley ..... 113,724
2. "The Onion Bagel: Ron DeSantis encourages passersby to spit in his mouth to prove COVID-19 isn't scary"  
by Michael Cleary ..... 36,993
3. "'Black' or 'African American?' Black Americans discuss the difference"  
by Amaya McDonald ..... 26,479
4. "Chuck Priore's seat was never actually hot – or even warm"  
by Mike Anderson ..... 21,130
5. "Exclusive: CulinArt under investigation for illegal activity at Stony Brook University"  
by Jeremy Portnoy ..... 20,881

## Users:

631,991

## New Users:

626,589



## Active users of 100% total users

1 Day	7 Days
511	2,770
14 Days	28 Days
5,818	30,655



53.5% Female – 46.5% Male

## General Policies

*The Statesman* is not responsible for any errors in the submitted advertisements. *The Statesman* reserves the right to print "Paid Advertisement" on any ad that closely resembles editorial content.

*The Statesman* also reserves the right to reject any advertisement that does not meet the standards and policies of the newspaper. *The Statesman* will not knowingly accept or print any advertisement that violates any federal, state or local laws or encourages discrimination against any individual group on the basis of race, sex, sexual orientation, color, creed, religion, national origin or disability.

## Deadlines

All ad material and payment must be received two business days prior to publishing. All advertising is paid by check or credit. Any changes or cancellations must be made 24 hours prior to publication.

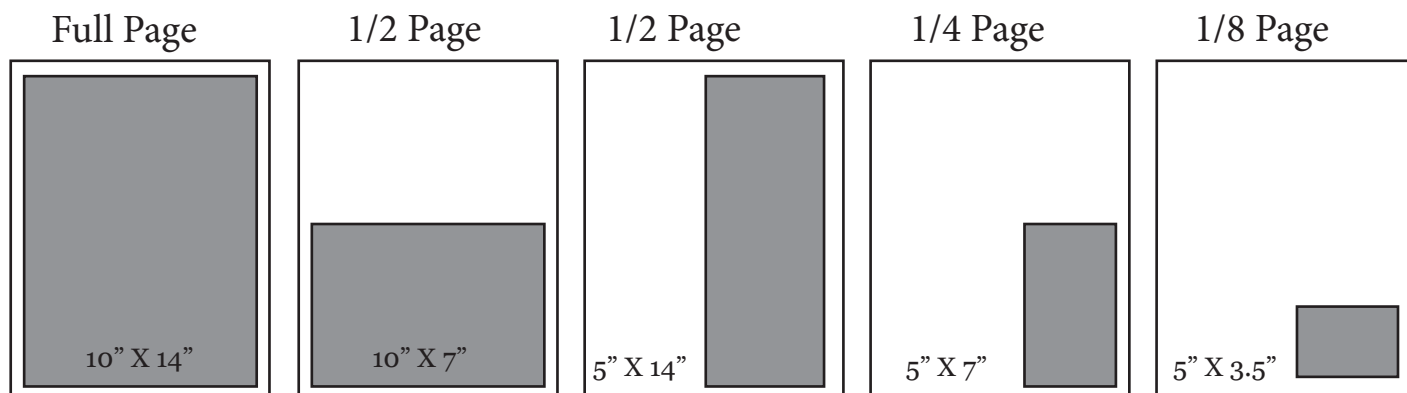
## Creative Services

Any advertisements requiring design must be submitted 10 business days prior to the day of publication. *The Statesman* will work with you to create your ad to your specifications at 25 percent of the ad cost. Consultations are available upon request.

## Format

File formats we accept are AI, DOC, EPS, JPG, JPEG, PDF, PNG and TIFF. We can answer any questions regarding file types and work with you to achieve the best-looking ad.

# AD DIMENSIONS



## B&W RATES

Ad Size	1 Special issue	2-4 Special Issues	5-6 Special Issues
Full Page	\$545	\$515	\$475
1/2 Page	\$295	\$275	\$250
1/4 Page	\$180	\$160	\$135
1/8 Page	\$105	\$95	\$75

## COLOR RATES

Ad Size	1 Special Issue	2-4 Special Issues	5-6 Special Issues
Full Page	\$945	\$895	\$825
1/2 Page	\$515	\$475	\$415
1/4 Page	\$295	\$265	\$215
1/8 Page	\$165	\$150	\$120

## PACKAGES

The Statesman offers discounted packages for advertisements on our website and printed special issues. Packages are offered at a percentage discount of the total ad cost.

- **Wolfie Welcome:** 1 issue + 2-5 weeks online for 5% off
- **Statesman Select:** 3 issues + 6-9 weeks online for 10% off
- **Seawolf Special:** 6 issues + 10-14 weeks online for 20% off

## ADD-ONS

Special add-ons and placements are available for a surcharge to the total ad cost. A coupon flyer guarantees a slot on our one-page ad sheet available to readers on our website.

- Coupon Flyer +10%
- Above the Fold +20%
- Page Two +25%
- Centerfold +25%



# Online Rates

		1 Week	2-5 Weeks	6-9 Weeks	10-14 Weeks
<b>A</b>	Premium Box 275px X 225px	\$240	\$225	\$205	\$180
<b>B</b>	Standard Box 325px X 275px	\$150	\$135	\$115	\$90
<b>C</b>	Skyscraper 240px X 400px	\$130	\$120	\$105	\$85
<b>D</b>	Bottom Banner 900px X 150px	\$90	\$80	\$65	\$50
<b>E</b>	Leaderboard 900px X 150px	\$300	\$285	\$265	\$240

# Home Page

**P1**

**LATEST STORIES**

NEW'S  
SOCCER SPORTS

Mat trick by Azam  
Ruiz sinks Stony  
Brook men's soccer

NAYDEN  
VOLLENSTEIN AUGUST  
28, 2023

FALL SPORTS PREVIEW  
2023 FOOTBALL SPORTS TOP STORY

Stony Brook football features a new look

**NEWS**

Cyberattack raises security  
concerns among SBU  
students and faculty

SKY CRABTREE AUGUST 25, 2023

Several institutions affiliated with Stony Brook University have become targeted by a cyberattack, putting the private data of students, faculty...

- After months of controversy, no real changes will be made to SBU's parking plan
- SBU gives more info on Climate Exchange
- Club speak out after USDO Senate denies budget cap approval

**FEATURED**

Tell us what you want to know

THE STATESMAN MARCH 17, 2022

We are asking students to fill out a Google form...

Advertisement

**ARTS & CULTURE**

"The Summer I Turned Pretty" brings a fresh love triangle for a new generation of fans

**P2**

**SPORTS WOMEN'S SOCCER**

Manor's late goal lifts Stony Brook women's soccer over Merrimack

CAMERON TAKMIL AUGUST 27, 2023

Following their first win of the season, the Seawolves (2-1-1) picked up another victory 2-1 over the Merrimack Warriors (1-2-0) on Sunday afternoon at Martone Mejal Field. Another strong performance on both ends brought Stony Brook a winning record.

**SPORTS WOMEN'S VOLLEYBALL**

Errors plague Stony Brook women's volleyball in rocky opening tournament

KEVIN YU AUGUST 27, 2023

**P3**

**NEW'S SOCCER SPORTS**

Stony Brook men's soccer drops season opener to LIU

CAMERON TAKMIL AUGUST 25, 2023

The Stony Brook men's soccer team did not get off to an ideal start against its cross-town rivals.

**P4**

## Article Placement

The image is a graphic design for a football roster, featuring a grid of letters on dark rectangular backgrounds. The letters are arranged in three rows, separated by horizontal dotted lines. The first row contains the letter 'E' in a large, white, serif font. The second row contains the letter 'A' in a large, white, serif font. The third row contains the letter 'A' in a large, white, serif font. The fourth row contains the letter 'C' in a large, white, serif font. The fifth row contains the letter 'B' in a large, white, serif font. The sixth row contains the letter 'D' in a large, white, serif font. Below the letters, there is a section of text that reads: "Stony Brook football features a new-look roster for 2023". Below this, there is a list of transfers from FBS schools, including: "On special teams, kicker Spencer Bliscoe was brought in from Colgate to replace Angelo Guglielmello, who transferred. In two years at Colgate, Bliscoe made 19 of his 25 field goals (76%) and 36 of his 39 extra points (92.3%). However, Priore said that kicker Enda Kirby is competing well against him in practice, so the job has not been officially given to Bliscoe yet. Clayton Taylor will once again be the team's punter. Ray Gallagher will handle the long snapping duties." At the bottom, there is a line of text that reads: "Stony Brook's rebuilt roster consists of 15 transfers from FBS schools. If any of them are able to live up to the billing of being FBS talent, the Seawolves will have a shot to prove their doubters wrong. That level of talent will come in handy when Stony Brook has to take on ranked foes, as four of the teams on its schedule are currently ranked in the 2023 FCS Coaches Poll: two more (Fordham and Villanova) are receiving votes." Below this, there is a line of text that reads: "With the amount of questions on their roster that the Seawolves have to answer, only time will tell if they will find the bounce back they are looking for."