



SACRED HEART UNIVERSITY

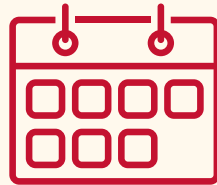
MEDIA KIT

ABOUT US

The Spectrum is a student-run weekly newspaper first published in 1983 at Sacred Heart University



20 Editors
30+ Staff and
Contributing
Writers



Published both in
Print and Online
on Wednesdays



14
On-Campus
Racks



Average of 2,000
website visits per
week

WHY ADVERTISE?

Whether your goal is to attract new customers to your business, promote a specific initiative, or raise community awareness of a service or event

Advertising with The Spectrum is the most effective way to reach our thousands of readers



PUBLICATION CALENDER



Special Editions

Oct. 25 - 40th Aniversary
Nov. 15 - Thanksgiving Edition
Dec. 7 - Holiday Edition

11 Issues

NOVEMBER

S	M	T	W	T	F	S
			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		

DECEMBER

S	M	T	W	T	F	S
					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						

ADVERTISING RATES

PRINT

Full Page	1/2 Page	1/4 Page	Print Banner
\$400	\$300	\$150	\$85

WEB

Home Page	Sidebar
\$100	\$80

SOCIAL

Story Post	Feed Post	Feed and Story	TikTok Post
\$30	\$50	\$70	\$50

Rates are subject to change



DEADLINE:

All advertisements are due by Friday at 5:00p.m. before date of publication

For all advertising inquiries contact:
spectrum-advertising@sacredheart.edu
or (203)371-7963

PRINT LAYOUT

1/4 page

5 x 7 in

**Print
Banner**

3 x 9 in

Half page

11.5 x 7 in

11.5 x 15 inches

OUR STUDENTS

9,785

TOTAL STUDENTS

6,761

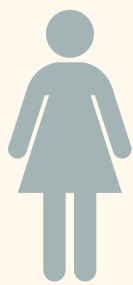
Undergraduate

2,589

Graduate

435

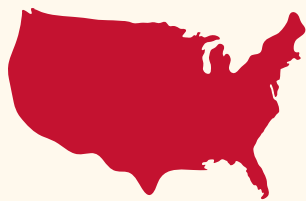
Doctoral



65%
Female



35%
Male



Students come from 46 states



Students and Alumni from 40+ countries



50,900+ Alumni



TOP 5 MAJORS

Finance

Exercise Science

Nursing

Marketing

Psychology



33 NCAA
Division 1 athletic
teams



100+ Social, Academic
Service, Multicultural +
Performing Arts clubs

POLICIES AND BILLING

The Spectrum reserves the right to refuse any advertisements for any reason.

The Spectrum also reserves the right to alter any advertisement for any reason. No advertising copy will be accepted by telephone.

All advertisements must be canceled by Sunday at 12:00pm prior to date of publication.

In addition, The Spectrum may choose to refuse advertising that, in the judgement of The Spectrum editorial board and ad sales department, falls into any of the following categories:

- Advertisements considered to be libelous, obscene, in poor taste or defamatory toward a group or individual.
- Advertisements asserting claims that are clearly and demonstrably false, the publishing of which might be damaging to the community.
- Advertisements for term paper writing services.

The Spectrum assumes no financial responsibility for typography or printing errors, or the omission of any copy on advertisements. The Spectrum reserves the right to identify copy with the word "Advertisement."

Advertisers will receive notice if The Spectrum has the inability to publish.

Payment should be made by check to "The Spectrum" and mailed to:

The Spectrum
Sacred Heart University
5151 Park Ave
Fairfield, CT 06825

If payment is not received within 30 days after first publication, The Spectrum reserves the right to cancel all future advertising agreements and charge interest.

For every 30 days past due, an additional 2 percent will be added to the invoice.

If The Spectrum retains a collection agency and/or attorney to collect overdue amounts, all collection costs including attorney fees, shall be paid by the advertiser.

CONTACT US



EMAIL

Spectrum-advertising@sacredheart.edu



PHONE

(203)371-7963



WEBSITE

www.shuspectrum.com



ADDRESS

The Spectrum
Sacred Heart University
5151 Park Ave
Fairfield, CT 06825



FOLLOW US



INSTAGRAM

@shuspectrum



TWITTER

@TheSpectrumSHU



TIKTOK

@shuspectrum

