



The Stute

**The student newspaper
of Stevens Institute of
Technology.**

www.thestute.com

 @stevensthestute

 @thestute

 The Stute

 business@thestute.com

Hi there!

The Stute has been the official newspaper of the Stevens Institute of Technology since 1904. Our dedication to reporting has kept us writing for over a century through some of the toughest challenges our country has had to face.

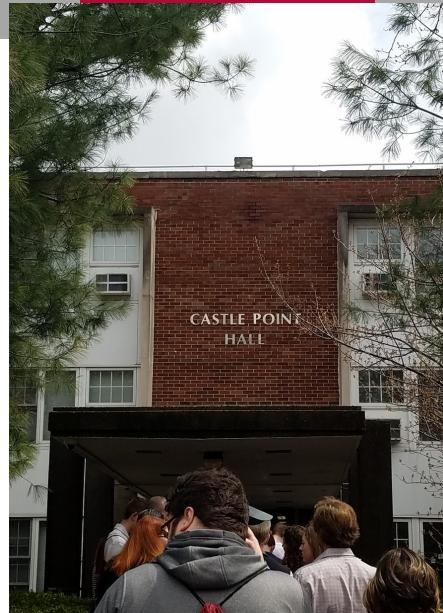
Covering local and global news, we've made sure that our readers are kept up to date on school events, Hoboken politics, and more. Our articles are edited by a team of trained editors to ensure we publish the best content possible. We maintain an active website and Instagram page, on which we post content regularly.

As an organization, we aim to represent the student body of Stevens Institute of Technology. This media kit will give you a background on our audience and advertising rates we offer. We hope you'll consider doing business with us, and we're looking forward to hearing from you!

Business Manager — Aleksandar Dimoski

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Email: adimoski@stevens.edu



AUDIENCE

Who you'll reach

3.7k Undergraduate Students

3.4k Graduate Students

900+ faculty and staff

2,000 weekly website views

1k active newsletter subscribers

1.4k Instagram followers

18 newspaper racks on campus

PRODUCTION CALENDAR

Our schedule and special issues

February

S	M	T	W	T	F	S
				4	5	6
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						

*Black History Month

March

S	M	T	W	T	F	S
				4	5	6
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			

*Women's History Month

April

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	

JOKE ISSUE
*Earth Day

May

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					

GRAD ISSUE



Publishing on our website; newsletter



Coordinate your ad with a special issue or feature!

Feature dates that aren't specified are still being decided.

FEATURES AND SPECIAL ISSUES

Ads can be coordinated with certain features or specific issues. For example, it may be desirable for an ad for reusable bottles to coincide with our Earth Day feature. Dates for our upcoming features and issues are listed below.

2/26: Black History Month Feature

3/12: Women's History Month Feature

4/1: 'The Stupe' - April Fool's Issue

4/23: Earth Day Feature

5/21: Graduate Issue

ADVERTISING RATES

Home page ad on thestute.com

Your ad on our home page – what people see upon entering our website

2 WEEKS \$50

4 WEEKS \$150

SEMESTER (14 WEEKS) \$350

Article ad in a post on thestute.com

Your ad on our article pages – what readers see after they have selected and begun reading an article.

4 WEEKS \$100

SEMESTER \$250

Newsletter ad

Your ad in our weekly email newsletter with 1k active subscribers

2 WEEKS LONG \$75

4 WEEKS LONG \$125

Bundles

HOME & ARTICLE MONTHLY \$200

HOME & ARTICLE SEMESTERLY \$450

ARE YOU A RECOGNIZED STUDENT ORGANIZATION (RSO)?

Submit an advertisement to be in
The Stute for free!

Ads regarding specific events may
be up no earlier than 2 weeks
before the date. For all other
types of ads, the maximum
amount of time it can be on our
website is 4 weeks.

Please email business@thestute.com for
inquiries or to organize an ad posting.

*Written articles advertising club events are considered
by The Stute Executive Board on a case by case basis. For
more information, email business@thestute.com.

POLICIES

Approval of all ads is at the discretion of
The Stute Executive Board.

All ads must be clearly distinguishable
from other *The Stute* content, and will be
clearly labeled as an advertisement or
sponsored content.

Rates are negotiable at the discretion
of the Executive Board of *The Stute*.

All organizations not affiliated with Stevens
are required to provide their own
advertisements. For Stevens-affiliated
brands, such as RSOs or
offices/departments, we are open to
collaborating on the creation of an
advertisement for no charge, but it is still
encouraged that all companies provide
their own designs/graphics.