



One College Avenue, Suite 3058, Mechanicsburg, PA 17055, 717 -766-2511 ext 6081



## Demographics for 2015-2016

### Messiah College Grantham Campus Enrollment:

- 3,234 students representing 38 states and 23 countries
- Total Faculty and Staff: 288
- 11.1% minorities
- 3.2% international students
- 60% female / 40% male
- Undergrad: 86%
- Grad/Prof: 14%
- 61% of students are residents of Pennsylvania
- 26,382 living alumni

### The Swinging Bridge Magazine:

The Swinging Bridge magazine circulates to over 1000 Messiah students and faculty.

### Pulse FM 90.7 WVMM Radio:

WVMM "The V" radiobroadcasts extend over a 10-mile radius reaching over 100,000 residents of Dillsburg, Mechanicsburg, Carlisle, and Harrisburg.

### The Clarion Yearbook:

The Clarion Yearbook reaches over 400 students, parents, and alumni each year.

## Avenues for Advertising

### The Swinging Bridge Magazine

An award-winning, editorially independent campus newspaper of Messiah College. The publication is known for providing relevant, up-to-date, and vital information to students and staff alike. The Swinging Bridge is published, on average, 6 times per semester when the college is in session.

### [pulse.messiah.edu](http://pulse.messiah.edu)

The Pulse's website is the central online hub of Messiah's social and multimedia platforms. It contains exclusive content not found in any other of the Pulse's printed publications and is the place to turn for up-to-the-minute news and updates.

### The Clarion Yearbook

An annual tradition of Messiah featuring the many highlights of the academic year. This proud cornerstone of Messiah circulates to over 300 students, parents, faculty, and alumni.

### Pulse FM 90.7 WVMM Radio

A professional radio station with a Top 40 format blended with an alternative & indie format. The student-run station broadcasts 24 hours a day, 7 days a week and boasts a signal stretching 20 miles across central Pennsylvania. Radio is a medium in which quantity and frequency are your keys to success.

# 2015-2016 ADVERTISING RATES

## The Swinging Bridge

Ad Size	One	Two	Semester	Annual*
Full Page	\$400	\$760	\$1080	\$1920
Half Page	\$320	\$608	\$864	\$1536
Quarter Page	\$250	\$475	\$675	\$1200
Full Page Inside Cover	\$430	\$817	\$1161	\$2064
Half Page Inside Cover	\$350	\$665	\$945	\$1680

Deals: Two Ads - 5% off total, Semester Plan (3 ads) - 10% off total, Annual Plan (6 ads) - 20% off total

\*Annual Rates are subject to one purchase per school year

## The Clarion Yearbook

Ad Size	One
Full Page	\$80
Half Page	\$50
Quarter Page	\$30

## Pulse FM 90.7 WVMM Radio

Ad Length	1 Spot
30 Seconds	\$8
60 Seconds	\$10

Discounts available with purchase of 25 or more commercials

## Policies

### Ad Content Policy

All advertising is subject to the ad content policy by The Pulse, which reserves the right to determine which advertisements may or may not be admitted for publishing any time prior to publication.

### Payment Policy

Payment for advertising is required at the time an order is placed. Payment options include cash and check only.

### Inserts & Deadlines

All ad insertions for The Swinging Bridge are required to be sent electronically to thepulse@messiah.edu or delivered to The Pulse mailbox in the Larsen Student Union reception desk between the hours Monday – Friday, 9 a.m. – 9 p.m. The deadline for submission is **two weeks prior to the publication**, with limited exceptions. Ad placement in The Swinging Bridge is not guaranteed, based on time of request and availability of space.

Deadlines for radio ad submissions will vary.

For further guidelines, policies, and regulations, please request full media kit.

\*Semester Ad Rate calculated with Spring Semester Schedule (5 Publications)

### Electronic Submission Guidelines:

We accept electronic ad submissions to thepulse@messiah.edu or by CD or DVD in the following formats: PDF, high-quality JPEG, or high-quality TIFF.

*When submitting an Adobe PDF file:*

- All fonts should be embedded and images should be color corrected to CMYK or Grayscale color spacing
- Black & White and Color images must be 300 dpi/ppi or higher to ensure proper reproduction

### Publication Dates:

#### Fall:

September 28, 2015  
October 17, 2015  
December 4, 2015

#### Spring:

February 26, 2016  
April 1, 2016  
April 29, 2016

All advertisers are entitled to a free copy of The Swinging Bridge Magazine in which they inserted an advertisement upon request.