**General Information**

The Echo is the weekly online student newspaper of Southern Nazarene University and is a long-standing member of the Oklahoma Collegiate Press Association.

**SNU Student Population:** 2,000

**Online Readership:**
- 2012-2013 School-Year Average: 1,041 views per week
- Spring 2013 Semester Average: 1,245 views per week

**Social Media Presence:**
- Twitter Followers: 100
- Facebook Likes: 350+
- Instagram Followers: 26

<table>
<thead>
<tr>
<th>Advertising opportunities</th>
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</thead>
<tbody>
<tr>
<td><strong>27 Editions per academic year</strong></td>
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<tr>
<td><strong>Online Issues:</strong> 25</td>
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<tr>
<td><strong>Print Issues:</strong> 2</td>
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<tr>
<td>Published on Fridays</td>
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**Discounts:**
- $15 off full and half page ads
- $10 off 1/4 and online ads
- $5 off banner and 1/8

For SNU Alumni owned businesses/services and SNU offices/departments/organizations

Please Contact Grace Williams at grwillia@snu.edu or 405-367-4511 for more information.
Publication Schedule:

**Fall Semester:**
- August 23rd
- August 30th
- September 6th
- September 13th
- September 20th
- September 27th
- October 4th
- October 11th
- Fall Break
- October 25th
- November 1st
- **November 8th PRINT ISSUE FOR HOME-COMING WEEKEND**
- November 15th
- November 22nd
- Thanksgiving Break
- December 6th

**Spring Semester:**
- January 24th
- January 31st
- **February 7th PRINT ISSUE HEARTPAL**
- February 14th
- February 21st
- February 28th
- March 7th
- March 14th
- Spring Break
- March 28th
- April 4th
- April 11th
- Easter Break
- April 25th
- May 2nd

Advertising Pricing:

**Online:**
- $40 per month (30 day period) for a sidebar ad on the homepage.

**Note:** If more than one sidebar ad is purchased then we will rotate the ads every 20 seconds.

**Classic View or Print Editions:**
- Full Page: $160
- Half: $80
- 1/4: $40
- 1/8: $20
- Banner: $30

All ads are in full color.

**Sizing:**

**Print:**
- Full Page: 8.5x11 in
- Half Page: 8.5x5.5 in
- 1/4: 4.25x5.5 in
- 1/8: Business Card Size about 4.25x2.75 in
- Banner: 8.5x3 in

**Online Sidebar:**
- 263 pixels tall by 200 pixels wide.
- We accept JPEGS only for online ads.

Requirements

**Print Submission Deadline:**
The Echo requires that your payment and ad submission be received by the Saturday at noon before your ad is published (six days to publication). We will send you proof once the edition containing, the ad is printed.

**Online Submission Deadline:**
We need your file in the appropriate size TWO DAYS before you would like the ad posted.

**Print Submission Formats:**
The Echo accepts JPEGs and PDFs sized according to your order. See sizing conversion (we can scale the image).

**Payment Information:**
Pay with credit card through our website: [http://echo.snu.edu/advertise-with-us/](http://echo.snu.edu/advertise-with-us/)

**Mail Check to:**
The Echo
SNU Box 2541
6612 NW 42nd St
Bethany, OK 73008
(Make check payable to: The Echo)