



The State News

ONLINE . PRINT . MOBILE . EVENTS

MEDIA KIT & RATE CARD 2020

SN Media Group

Advertising, Digital, Marketing Solutions

statenews.com/marketing

517-299-1680 ext. 1

advertising@statenews.com





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SN

AUTHENTIC

RELEVANT

BRAND ENGAGEMENT

MORE THAN A NEWSPAPER

The State News

Michigan State University's leading Independent student news organization that publishes high-quality, ethical, trusted, local content and offers innovative marketing solutions.

Over 2.5 million people per year consume The State News, in print, online and across mobile devices.

The first issue of The Holcad was published on Feb. 22, 1909. More than 115 years later, it remains a cornerstone of Michigan State University and the East Lansing & Lansing communities.

The State News is an editorially independent, student-run news organization; recognized as among the best college media outlets in the country.

Beyond the print edition of the State News, SNMedia Group has made the necessary steps to grow and adapt with the changing landscape of news.

As a pioneer online, StateNews.com has attracted millions of visitors since its debut in 1996.

An expanded digital presence includes an active involvement on social media platforms such as Facebook, Twitter and Instagram.

The State News prides itself on being a vehicle to promote and showcase campus organizations and community businesses.

With continuing evolution in both physical and digital platforms, student media at MSU offers advertisers a diverse array of advertising options and a variety of opportunities to reach clients across different forms of media.



A NOTEABLE LEGACY SINCE 1909



@thesnews



The State News
facebook.com/statenews



@statenews

OUR

AUDIENCE

"MSU pushes the boundaries of discovery and forges enduring partnerships."

Campus Profile

51,477 Total Students and Faculty

39,423 Undergraduate

10,928 Graduate & Professional

13,491 Faculty & Academic Staff

7,201 Support Staff Employees

576,000 Living Alumni Worldwide

All 83 Counties in Michigan

All 50 States in the US

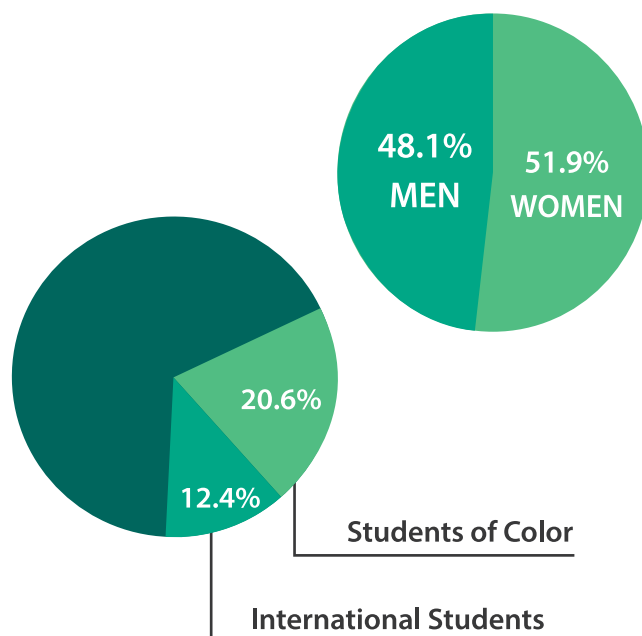
And 141 Other Countries

MSU's Economic Impact

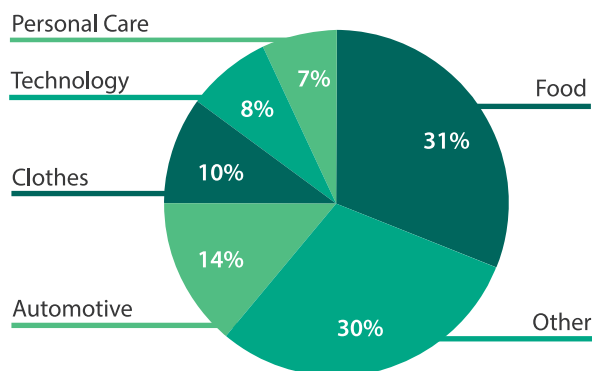
5,967 = Acres Owned by MSU

\$2,912,879,872 = Total Economic Impact

\$589,016,845 = Spending with Local Businesses



COLLEGE STUDENT DISCRETIONARY SPENDING



SOURCES: PEWRESEARCH.ORG, REFUELAGENCY.COM, MISPARTANIMPACT.MSU.EDU

MSU FUN FACTS

Founded in 1855

Nickname - Spartans

Colors - Green & White

Mascot - Sparty

Conference - Big Ten



THE STATE NEWS NEWSPAPER

The State News continues to serve Michigan State University and the community for over 110 years. Our weekly newsmag is informative, vibrant and engaging.



5,000

COPIES PER WEEK

30

EDITIONS PER YEAR

280+

LOCAL NEWSSTANDS

PUBLICATION CALENDAR

CIRCULATION

5,000 to over 280 locations on-campus
at Michigan State University, East
Lansing and Lansing, MI

DEADLINES

Space Friday by 5pm
Artwork Artwork by 5pm
Payment Monday by 3pm

JULY						
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	

AUGUST						
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					

SEPTEMBER						
S	M	T	W	T	F	S
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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			

OCTOBER						
S	M	T	W	T	F	S
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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

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		

SPECIAL PUBLICATIONS

7/13 2020-2021 MSU Student Orientation Mail Home Issue
8/31 Fall 2020 Welcome Week Issue
10/6 Housing Guide
10/27 Halloween and MSU Homecoming
12/8 Finals Week

2021 PUBLICATION CALENDAR

JANUARY						
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						

FEBRUARY						
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						

MARCH						
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			

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	

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					

JUNE						
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				



2021 SPECIAL PUBLICATIONS

1/19/21	MLK & Diversity and Inclusion Issue
2/9/21	Love & Sex Edition
2/23/21	Spring Housing Guide
3/16/21	March Madness
3/30/21	Best of MSU
4/6/21	TBA
4/13/21	TBA
4/27/21	TBA



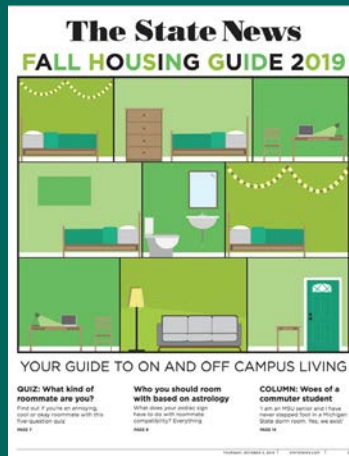
SPECIAL EDITIONS



SUMMER MAIL HOME
JULY 13, 2020



WELCOME WEEK
AUGUST 31, 2020



FALL HOUSING GUIDE
OCTOBER 16, 2020



BASKETBALL PREVIEW
OCTOBER 27, 2020



MARTIN LUTHER KING JR. | DIVERSITY
JANUARY 16, 2020



LOVE & SEX ISSUE
FEBRUARY 13, 2020



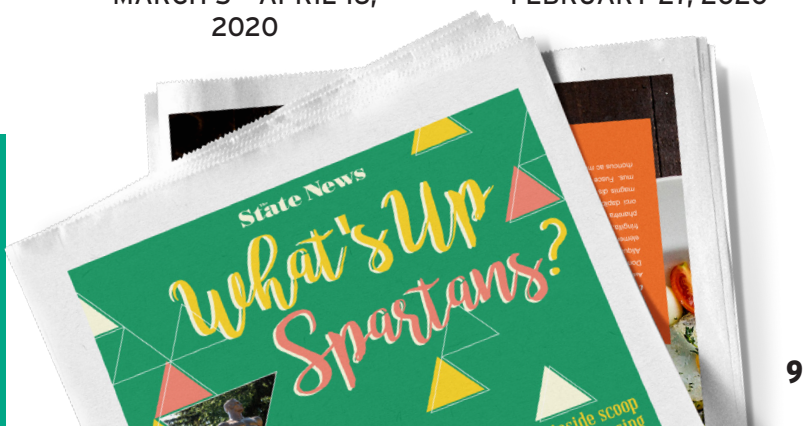
BEST OF MSU
MARCH 5 - APRIL 16, 2020



SPRING HOUSING GUIDE
FEBRUARY 27, 2020

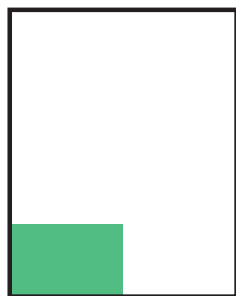
Sign up to receive email updates regarding discounts and special editions.

statenews.com/marketing



PRINT DISPLAY ADVERTISING

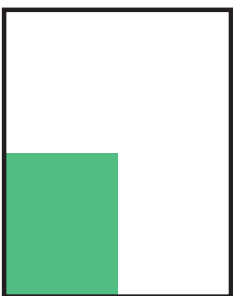
RATES AND SIZING



\$199.50

EIGHTH

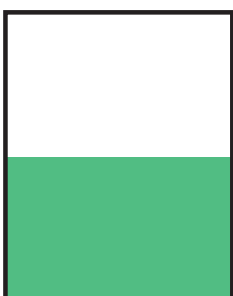
4.69 in. x 3.5 in.



\$370.50

QUARTER

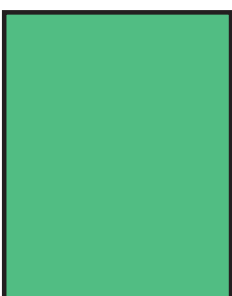
4.69 in. x 6.5 in.



\$741.00

HALF HORIZONTAL

9.5 in. x 6.5 in.



\$1425.00

FULL

9.5 in. x 12 in.

FULL PAGE OPTIONS

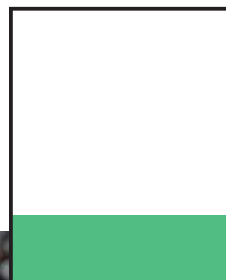
BACK COVER
\$1725.00

INSIDE COVER
\$1675.00

SPECIAL PLACEMENTS

DOUBLE CENTER SPREAD
\$3025.00

GUARANTEED PLACEMENT
+\$250



\$1200

**FRONT
PAGE
BANNER**

9.5 in. x 2 in.

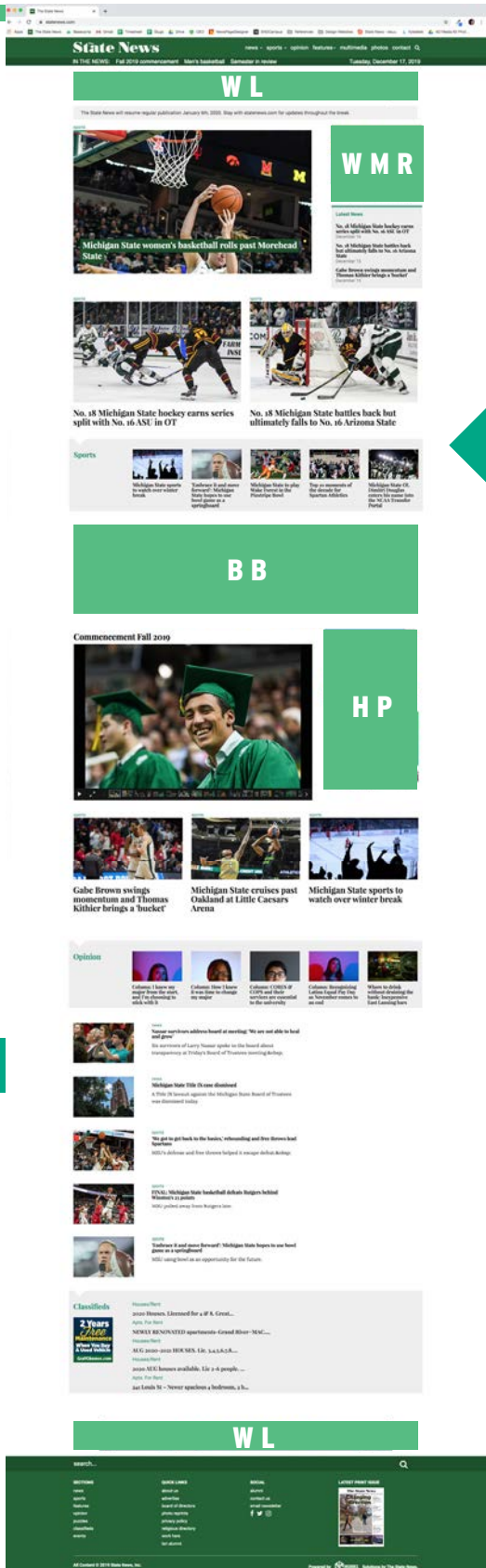
DEADLINES

**Space
Artwork
Payment**

Monday by 5pm
Tuesday by 5pm
Wednesday by 3pm



DIGITAL MARKETING SOLUTIONS



Stateneews.com sees over 2.5 million visitors each year, and roughly half of those come via mobile devices. 80% of internet users own a smartphone. 88% of consumers who search for a type of local business on a mobile device call or visit that business within 24 hours. 73% of people always have their mobile device with them. People pick up their mobile devices 150 to 200 times a day.

WEB ADVERTISING

WEB LEADERBOARD (WL)

970 x 90 pixels (3 positions)
Regular \$14 CPM

WEB MEDIUM RECTANGLE (WMR)

300 x250 pixels (5 positions)
Regular \$12 CPM

BILLBOARD (BB)

970 x 250 pixels (1 position)
Regular \$18 CPM

HALF PAGE (HP)

300 x 600 pixels (1 position)
Regular \$16 CPM

MOBILE ADVERTISING

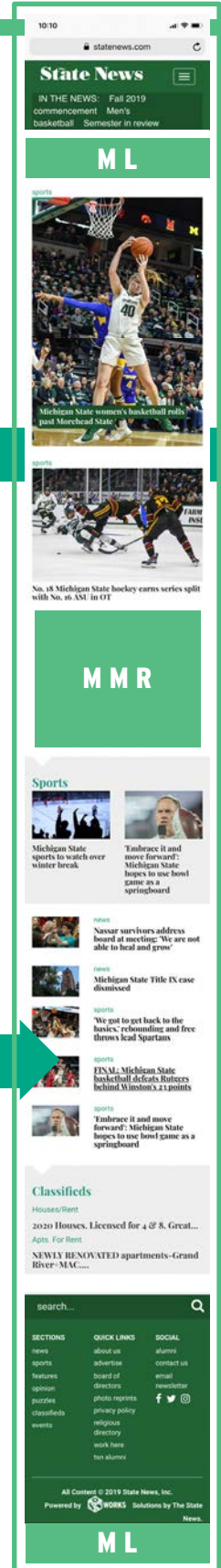
MOBILE LEADERBOARD (ML)

320 x 50 pixels
Regular \$18 CPM

MOBILE MEDIUM RECTANGLE (MMR)

300 x250 pixels
Regular \$12 CPM

Minimum purchase of 30,000 impressions. Additional impressions in increments of 10,000. Bulk discounts are available.



SOCIAL MEDIA AUDIENCE



41,707 followers
Twitter

Gain high exposure to
your ad with our large
following!

@thesnews
@thesnews_sports



14,103 followers
Facebook

Use this popular app to
notify and plan events
with our followers

The State News
@thesnews



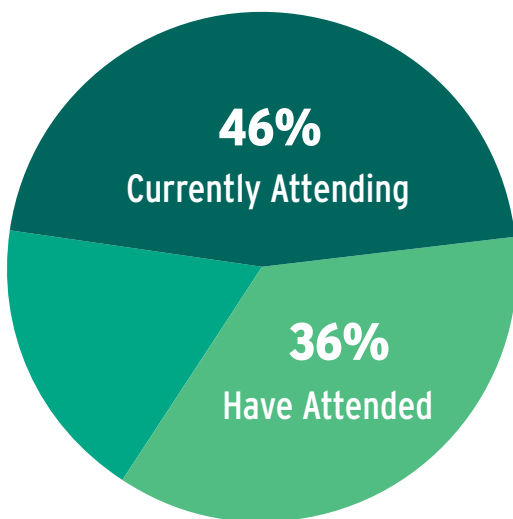
1,986 followers
Instagram

Boost your online
visual presence on
our insta feed

The State News
@thesnews

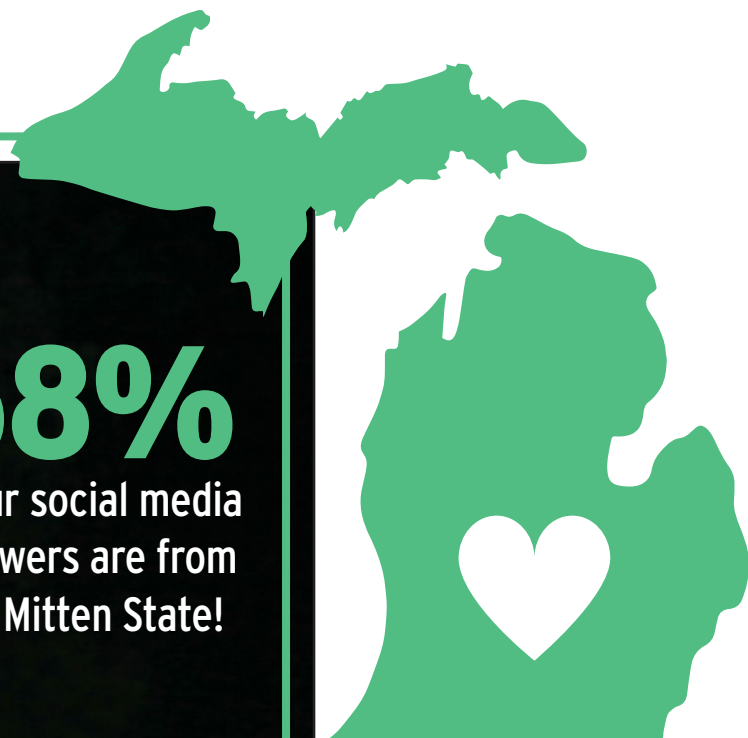
82%

of our social media
audience have
attended or are
currently students
in college!



58%

of our social media
followers are from
the Mitten State!



SOCIAL MEDIA

SNEWS has thousands of followers on its social media. Sponsored posts can be purchased for any time of day, any day of the week.

PRICING

Single Post	\$50
2-5 posts	\$48/post
6-9 posts	\$46/post
10-19 posts	\$42/post
20-30 posts	\$40/post
30+ posts	\$38/post

Limit one sponsored post per brand/product per day with a maximum of 4 per week.

Social media posts will be prefaced with "AD", "Sponsored content", etc., based on the platform. You may not post or target individual groups, but you may include your own social media handle.

Tweets may contain up to 271 characters. Statistics will be sent as available. Tweets may include #hashtags, mentions, photos or video.



COLLEGE STUDENTS ON SOCIAL MEDIA



80%



45%



71%

HIGH IMPACT PRINT PRODUCTS

Inserts

Reach thousands of readers with your pre-printed advertising inside The State News. Full-run distribution at over 300 locations. Deadline is 7 days prior scheduled insert date. Minimum insert is full run at 7,000. Rates are CPM.

INSERT PAGE COUNT

2	\$71
4	\$73
8	\$75
12	\$77

*Minimum size 4" x 6"
Maximum size 9" x 12"

Must print and ship to:

Michigan Web Press
10441 Enterprise Drive
Davisburg, MI 48350.

Please mark clearly: State News and the date of insertion.

Distribution-Stand Billboard Posters

We have over 280 (OOH) distribution stand billboards located in high traffic areas of every MSU building. Maximize your advertising dollars by purchasing billboard posters in our small or large stands. Posters are purchased and reserved on a monthly basis. Over 75,000 people on campus will see your poster everyday. Think of all those undergraduate students, graduate students, doctoral students, faculty, staff, alumni, and visitors seeing your branded message on a full-color poster.

JUMBO STAND

19" x 36" poster size
(pricing is based per location,
per month)
1-4 stands \$500
5-9 stands \$450
10+ stands \$400

MEDIUM STAND

17.25" x 21.25" poster size
(pricing is based per location,
per month)
1-4 stands \$450
5-9 stands \$400
10+ stands \$350



SNDaily E-Newsletter

The State News daily email newsletter delivers essential, trustworthy news right into the inbox of over 75,000 subscribers who strive everyday to stay ahead on the latest news and trends. This newsletter sponsorship will deliver your brand at the forefront and more importantly... be at the top of mind for key readers. Our daily newsletters have a high engagement rate.

570x120 pixel ad per day (only one advertiser per day)

EBlast. Ads are due 7 days prior to scheduled
EBlast. 2 day commitment required.

E-HEADER SPOT \$400/week
E-FOOTER SPOT \$250/week

Original Content Creation

Do you need help creating original content for your website, newsletter, company magazine or other marketing materials? Our public relations team is here to assist you in researching topics conducting interviews and putting the pieces together to produce articles of material that will tell the story of your business and services.

Pricing is project based.
Visit statenews.com/marketing for more information.

Native Advertising

Native Advertising or sponsored content is content posted for one week on our website www.statenews.com or in our print product. This is usually an article produced by an advertiser or a State News Marketing Consultant with a specific intent to promote a product. Content posted is labeled as "sponsored advertising content" and owned by the client.

**ARTICLE WITH PHOTO ON
STATENEWS.COM** \$450

Approx. 300 words | Listed for a week
on the homepage. Limit one per week.

**ARTICLE WITH PHOTO IN
THE STATE NEWS PRINT
PUBLICATION** \$750

Approx. 300 words | Half page, Full
Color, page placement decided by GM



PRINT & ONLINE CLASSIFIEDS

Classified ads are printed in the State News and posted to our main webpage on statenews.com. Classified advertising is advertising which is sorted by category. It is used heavily for employment and apartment rentals, but is also an effective, inexpensive way to promote many other products. Classifieds are text only and your online classifieds may include a link to your website, as well as direct calling to your listed phone number.

The State News offers classifieds under these categories:

- Rentals
- Sublet
- Employment
- Services
- For Sales
- Notices

- There is a 4-line minimum charge for classified line ads.
- The first two words in each ad are in all caps.

All classified liners must be prepaid and we take checks or credit cards: Visa, Mastercard and American Express.

Puzzle Sponsorships

Reserve space all semester long on our puzzle page released weekly in our print publication.

1 SEMESTER \$1200

RATE

\$4.25/PER LINE

*Minimum of 4 lines

FEATURES

BOLD (per word)	\$0.50
BORDER	\$2.00
ONLINE FEATURE	\$3.00

The deadline to place and pay for classified ads is every Tuesday by 5:00pm.

How to place a classified ad?

Enter Your ad online at
statenews.com/marketing
Call 517-295-1680 ext #1

Email your classified & full contact information to:
classifieds@statenews.com



RELIGIOUS DIRECTORY

RELIGIOUS DIRECTORY

Stay up to date at:
www.statenews.com/religious

All Saints Episcopal Church
800 Abbot Rd.
(517) 351-7160
Sun. Worship: 8am,
10am, & 5pm
Sunday School: 10am
www.allsaints-el.org

Ascension Lutheran Church
2780 Haslett Road
East Lansing
(517) 337-9703
Sunday worship:
10:00am
Sunday Bible study:
8:45am
Thursday Bible study:
2:00pm
www.ascensioneastlansing.org

Crossway Multinational Church
4828 Hagadorn Rd.
(Across from Fee Hall)
(517) 917-0498
Sun: 10:00am
crosswaymchurch.org

Greater Lansing Church of Christ
310 N. Hagadorn Rd.
(Meet @ University
Christian Church)
(517) 898-3600
Sun: 8:45am Worship,
10am Bible Class
Wed: 1pm, Small group
bible study
www.greaterlansingcoc.org

Hillel Jewish Student Center
360 Charles St.
(517) 332-1916
Shabbat – Services@
6pm / dinner @ 7,
September–April
www.msuhillel.org
instagram: @msuhillel

The Islamic Society of Greater Lansing
920 S. Harrison Rd.
(517) 351-4309
Friday Services:
12:15-12:45pm &
1:45-2:15pm
For prayer times visit
www.lansingislam.com/

Martin Luther Chapel
Lutheran Student Center
444 Abbot Rd.
(517) 332-0778
Sun: 10:30am & 7pm
Wed: 7pm
Mini-bus pick-up on
campus (Fall/Spring)
www.martinlutherchapel.org

The People's Church
Multi-denominational
200 W Grand River Ave.
(517) 332-6074
Sun. Service: 10:30am
with free lunch for
students following worship
ThePeoplesChurch.com

Riverview Church- MSU Venue
MSU Union Ballroom,
2nd Floor
49 Abbot Rd.
(517) 694-3400
Sun. Worship:
11:30am-ish
www.rivchurch.com

St. Paul Lutheran Church (ELCA)
Worship with us on
Sundays at 10am
3383 E. Lake Lansing Rd
517-351-8541
www.stpaul-el.org
officemanagerstpaul@gmail.com

St. John Catholic Church and Student Center
327 M.A.C Ave.
(517) 337-9778
Sun: 8am, 10am, Noon,
5pm, 7pm
M.W: 5:30pm
T & Th: 8:45pm
F: 12:15pm
www.stjohnmsu.org

University Christian Church
310 N. Hagadorn Rd
(517) 332-5193
Sun. Bible Study: 10am
Sun. Worship: 11:15am
www.universitychristian-wired.com

University Lutheran Church (ULC)
"We're open in every way"
1020 S. Harrison Rd
(517) 351-7030
Sun. Worship: 8:30am &
10:45am
Fridays@Five: Dinner,
discussion & fun 5pm
Mon. Bible Study: 6:30pm
@Wells Hall Quad
www.ulcel.org
Facebook: ULC and
Campus Ministry

University United Methodist Church
1020 S. Harrison Rd
(517) 351-7030
Main Service:
Sun: 11am in the
Sanctuary
Additional Services:
NEW contemporary
service Sundays at 9am
with band titled 'REACH'
TGIT (Thank God its
Thursday): Thur: 8pm in
the Chapel of Apostles
universitychurchhome.org
office@eluumc.org

WELS Lutheran Campus Ministry
704 Abbot Rd.
(517) 580-3744
Sat: 6:30pm
msu.edu/~welsluth

Be included in our weekly print directory every Thursday and featured online at: statenews.com/religiousdirectory

Let us help you to spread the word to our readership and provide valuable information on your religious organization. There is nothing better than regular weekly and online exposure.

WHAT IS INCLUDED IN PRINT?

Name of Organization
Address
Phone Number
Worship Hours
Website and contact information

WHAT IS INCLUDED ONLINE?

Name of Organization
Address
Phone Number
Worship Hours
Website and contact information

*photos (1-4 total)

*introductory paragraph of no more than two-three sentences.

Prices

1 SEMESTER	\$400
FULL ACADEMIC YEAR (includes summer)	\$650

Religious Organizations:

Don't be left out of the Religious Directory!
Call (517)295-1680 to speak with
an Account Executive today



CREATIVE SOLUTIONS

VIDEOGRAPHY & PHOTOGRAPHY

Are you looking for Creative Images and unique video content to tell your story? Let our public relations team meet with you to visualize your business on a website. Our team can help craft a script for you, or direct Film or photography Production on your business. After project completion, the images and videos will become yours to use for all your marketing means.

For more information visit statenews.com/marketing

SOCIAL MEDIA MANAGEMENT

Social media platforms are an integral part of your business and without a doubt the most complicated. Let our sophisticated, knowledgeable social media team, analyze your audience, audit your competition and develop sound, creative strategies to increase your brand awareness. Additionally, let us manage all your social media handles!

For more information visit statenews.com/marketing

GRAND & DIVISION BRAND STUDIO

AWARD-WINNING DESIGN CREATIVE SOLUTIONS

Let us design your ad for you with our Creative Solutions team. Creative Solutions is a full-service creative agency within SN media. Our award-winning full-time designers specialize in print ads, rich media ads, landing pages, email campaigns, mobile ads and other materials. Partner with us to create marketing materials for any type of print or digital campaign, sales collateral, sales flyers, posters and newsletters and let us help to build a brand identity to reach your customers.

For more information visit statenews.com/marketing

STREET TEAM SERVICES

POSTERS

Our team of experienced professional campus poster staff is waiting to place your posters in advantageous spots both around campus on designated message boards, at the entrance to buildings, study halls, dorms, cafeterias, high traffic public areas, hallways, indoors, and outdoors. We know the area well and can assess the best high-traffic places for your particular message.

STATIC CLINGS

Our staff will place original printed static clings around campus in unsuspecting locations. This type of media offers a high quality impression with an increased likelihood of recall. Use them in bathrooms, on drinking fountains, benches, windows, mirrors, and public areas where students will be.

SIDEWALK VINYL

These unique, full-color sidewalk vinyls are placed around campus on high traffic walkways using a non-permanent adhesive. These impactful graphics deliver lasting impressions to students on the move and in their environment.

Posters, static clings, sidewalk vinyl, and mobile billboards are available for guerilla placement on Michigan State University's campus and public areas. We offer full service planning, printing, and placement.

COASTERS

Brand & promote your products or brand with high-quality authentic pulp board drink & beverage coasters. SN Media will work with you to customize, design, print and distribute authentic full-color coasters. Ready to personalize your drink coasters for maximum impact?

FLYERS AND TABLING SPONSORSHIP

Help inform members of the MSU community about topics and information that will help them in their daily lives. The State News will handle all the details and staffing needs to distribute your flyers or staff an on-campus table. We can hand out your provided promotional materials, freebies, flyers etc. at a high traffic location on campus.

For more information visit statenews.com/marketing



PIX SHARE PHOTO BOOTH

PIXSHAREBOOTH.COM

Create a fun experience for guests, with stunning photo layouts and GIFs. Pix Share Photo Booth is effortless and guests will have time to take as many photos as they want. Our intuitive screen layout allows your guests to quickly send photos by email or text message.

FULL SERVICE RENTAL

Work with us to setup and manage your photo booth experience from start to finish. An experienced on-site team member will keep you stress-free and help your guests capture great pics. Create a custom branded experience with a #hashtag of your choice.

PRICE: \$649.00 (3 HOURS)

- Local Delivery, set up, and breakdown
- Customizable start screen
- Unlimited guest use during active hours
- Friendly attendant to provide customer service
- No props or backdrop required. Get creative!
- Complete collection of photos and GIFs delivered the day after your event
- Unlimited instantaneous delivery of photos or gifs straight to phone via sms/text. (when wifi available)
- Guests Share on Facebook, Instagram or Twitter
- Lead capture and Analytics to grow your prospect list



ENHANCEMENTS

\$125 per additional hour
\$50 cellular hotspot (when venue does not have reliable wi-fi)

\$50 Custom logo or text overlay
\$150 Live Showcase Gallery



DON'T WAIT!
BOOK YOUR SELFIE
CREW NOW AT
PIXSHAREBOOTH.COM



OUR TEAM IS YOUR TEAM LET US WORK FOR YOU

IS YOUR BRAND AND MESSAGE ON CAMPUS?

Advertising has always been the defining landmark of our cultural landscape

Marketing is fuel for your brand

WHAT WE DO

- Advertising and Marketing Services
- Interactive Photo Booth Rental
- Integrated-media campaign development/implementation
- Street Teams
- Social Media Management
- E-Campaign Services
- Graphic Design
- Custom Content Creation
- SEO (Search Engine Optimization)
- Print Publishing, Design and Production
- Market Research and Analysis
- Photography and Video
- Digital advertising (AdWords/Display/Facebook/Twitter/Instagram)
- Full Service Media Planning & Buying
- Communication Strategy
- Web Development, Hosting & Support
- Podcasting Services
- Event Production
- Brand Management

DESIGN

SPECIFICATIONS

PRINT ADVERTISING

Sizing

Measured through column inches
(width) and inches (height)
Column Inches: 1.48"

Color Space: CMYK

Any other color spaces such as RGB or Spot colors will be converted to CMYK. Do not use Rich Black, Registration, or any 4C black options.
Max Ink Density: 180

Resolution

Images - 200 ppi min
Line Art - 1200 ppi min
*ppi: pixels per inch

Type

8 pt. Minimum.
10 pt. Minimum for reverse type
Please avoid fine serif type. Any text a part of the image is subject to graphic reproduction standards.

Ad Files

PDF files are preferred. Do not include any printer's marks.
Send via email to the account executive you are in contact with or to: advertising@statenews.com
Please include contact information in the text portion of the email.

All ads are subject to print reproduction standards.

WEB ADVERTISING

Sizing

Measured by pixels
Column Inches: 1.48"

Color Space: RGB

Any other color spaces such as CMYK or Spot colors will be converted to RGB

Resolution

Images - 72 ppi
*ppi: pixels per inch

Ad Files

Send files as png, jpeg, or gif
Send via email to the account

executive you are in contact with or to: advertising@statenews.com
Please include contact information in the text portion of the email.

All ads are subject to web reproduction standards.



POLICIES & REGULATIONS

Terms of Payment

SNMedia Group understands that you want your invoice in a timely fashion with accurate billing information. If you have a question or there is a discrepancy with your invoice at any time, please contact our Accounting Department as soon as possible.

All rates are non commissionable, net rates. Checks, ETF, American Express, Mastercard and Visa are accepted.

Out-of-town and new advertising accounts must prepay for advertising until credit is established. All political, "closing" and "going out of business" advertising must be prepaid.

Credit may be extended by completing a credit application. Please allow 30 days for approval.

Advertising invoices are mailed every week to accounts with established credit history.

All balances not paid in 30 days are subject to a finance charge of 1.5% per month (annual/percentage rate is 18%).

A charge of \$40.00 will be assessed on any returned check.

NOTE: No refunds will be given. In the case of an error by The State News, account credit will be granted. In the case of an error by the customer no credit will be granted.

General Rate Policy

SNMedia Group may make rate changes, provided you are given at least 30 days notice in advance. In such an event, you may cancel the contract agreement without penalty if changes are not satisfactory.

SNMedia Group may offer special promotions not listed in the rate card.

General Advertising Policies

SNMedia Group reserves the right to reject any advertising for any reason.

SNMedia Group makes every effort to produce error free ads; however, if an error should occur, please notify our sales office within three days of the error. Liability for any errors is limited to the cost of the space occupied by the error.

All ad changes and cancellations must be made before the advertising deadline. Ads canceled after the deadline will be charged for two-thirds of the ad's space.

Advertising having the appearance of news must be labeled as "Paid Advertising." All political and cause advertisements must carry the information required by law (e.g., Paid by Committee for Jane Doe, John Doe, Treasurer).

By having an advertisement printed in the State News or any SNMedia group publication, the advertiser is purchasing space and circulation only.

The advertiser assigns to SNMedia Group all rights, title and interest to all original art produced by SNMedia Group.

SNMedia Group will not knowingly accept any advertisement that is defamatory, promotes academic dishonesty, violates any federal, state or local laws or encourages discrimination against any individual or group on the basis of race, sex, sexual orientation, color, creed, religion, national origin, ancestry or disability.

The advertising management reserves the right to reject ads considered distasteful or defamatory.

Classifieds of a business nature may not appear in the "Personal" classification.

Proofs requiring changes initiated by the advertiser will be corrected with or without additional charge depending on the extensiveness of the revisions and the amount of typesetting and/or photographic work required.

Rates listed in this rate card are valid for January 1, 2020 - December 31, 2021

Unless otherwise noted, no position will be sold or guaranteed.

Contracted space is for the sole use of the signing advertiser and may not be used by another advertiser.

The advertiser assumes full liability for advertisements and links (both print and online) and agrees to hold SNMedia Group harmless for any claims that result from the advertiser providing material that could result in illegal use (i.e. providing copyrighted artwork without authorization).

All advertisements shall have a clear statement of a bona fide offer or announcement made in good faith.

Advertisements placed by anonymous advertisers will not be published. Advertisers must provide name, business name, address and phone number to SNMedia Group.

Classified advertisements will not intentionally be misclassified at the request of advertisers.

Advertising copy delivered electronically is not considered camera-ready and is subject to normal copy deadlines.

Copy received after the deadline will not be guaranteed a proof. Late copy will be assessed a \$25 fee.

The State News is not responsible for errors on advertisements in which advertising copy is delivered past deadline.

Copy regulations are subject to change without notice.



The State News

MEDIA KIT

2020

SN Media Group

Advertising, Digital, Marketing Solutions

statenews.com/marketing

517-299-1680 ext. 1

advertising@statenews.com