



The Nassau Weekly Advertisements 2018

About Us:

The *Nassau Weekly*, founded in 1979 by Robert Faggen, Marc Fischer (now a senior editor at *The Washington Post*), and David Remnick (now editor-in-chief of *The New Yorker* magazine), is Princeton University's second-largest student publication. Our newsmagazine, published weekly, typically contains a blend of campus, local, and national news; reviews of movies, restaurants, books, etc; fiction and poetry, and other college-oriented material. The *Nassau Weekly* is now part of the Princeton Broadcasting Service, a student-run media corporation. The service encompasses WPRB FM, the oldest student radio station in the country.

Contact Us:

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Ad Rates:

| Size | Rate | Dimensions |
|--------------|-----------|------------|
| Full Page | \$ 250.00 | 10" x 10" |
| Half Page | \$ 125.00 | 5" x 10" |
| Quarter Page | \$ 75.00 | 5" x 5" |

Ad Services:

The *Nassau Weekly* design team offers complimentary, in-house design services to help you create a new ad from scratch or revise an existing advertisement for maximum impact.

The Nassau Advantage:

- We are the number one outlet on campus** for arts and culture, reaching 5,000 readers weekly.
- Careful design and thoughtful writing** make the *Nassau Weekly* a respected source on campus. Advertising with us aligns your business or event with campus tastemakers.
- Our weekly publication schedule** ensures that your advertisement will remain in front of readers throughout the week. We distribute to the residential colleges, eating clubs, and most buildings on campus.
- Our low ad concentration**—just three to four ads per issue—ensures that yours won't get lost on the page.
- Our new calendar feature** cements the *Nassau Weekly* as the definitive publication reporting on social happenings around campus.
- The variety of our content**, which includes coverage of everything from campus culture to current events, music, fiction, and poetry, as well as printed student artwork, means readers are more likely to spend time experiencing the *Nass* rather than skimming and discarding.

Submitting Ads:

Submit your advertisements by email to thenassauweekly@gmail.com the week prior to its desired publication.

Please submit the ad as a PDF or an 300dpi image file for print.

Payment Information:

An invoice will be sent within one week of the advertisement's publication. Payment can be made by cash or check. Please make checks payable to WPRB Broadcasting.

A Few of Our Previous & Current Advertisers:

Teresa Caffe
Lewis Center for the Arts
The Office of President Eisgruber
Princeton Univ. Art Museum
103.3 FM WPRB Princeton
Princeton iPhone Repair
House of Cupcakes
Corner Bakery