Advertise with Xpress Publications

The award-winning Xpress Publications – Golden Gate Xpress newspaper and Xpress Magazine – are the prime media portals to the SF State community. Our dynamic student-run publications provide campus and local news, multimedia content, and social media posts to the more than 30,000 students, faculty and staff on our campus.

Our digital content is viewed by thousands more, including alumni, prospective students and community members.

You can reach our audience by advertising in:

1. Golden Gate Xpress, our daily online news site
   https://goldengatexpress.org/

2. The Everglade, the weekly digital newsletter of Golden Gate Xpress which goes to hundreds of students, alumni, faculty and staff

3. Gator Talk, the Golden Gate Xpress podcast
   https://anchor.fm/ggxpod

4. Xpress Magazine, which posts online throughout the year and publishes a glossy print magazine twice a semester
   https://xpressmagazine.org/

We’re ready to connect you and your business with the SF State community today!
The SF State Market: More than 30,000 students, faculty and staff

SF State is one of the most diverse universities in the nation. Students come from a variety of backgrounds, identities and geographic locations.

More than 5,000 students, faculty and staff live on campus. The rest commute from other parts of San Francisco, the East Bay, the South Bay and the North Bay.

SF State by the numbers:

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>6%</td>
</tr>
<tr>
<td>American Indian/Alaskan Native</td>
<td>0.2%</td>
</tr>
<tr>
<td>Asian American, Filipinx</td>
<td>30%</td>
</tr>
<tr>
<td>Chicanx, Mexican American</td>
<td>27%</td>
</tr>
<tr>
<td>Latinx</td>
<td>12%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>1%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>6%</td>
</tr>
<tr>
<td>White Non-Latinx</td>
<td>18%</td>
</tr>
</tbody>
</table>

Source: SF State Admissions Office
AD RATES

WEBSITES

Leaderboard:
720 X 90 pixels
$800 / month
$500 / 2 weeks

Medium Rectangle:
300 X 90 pixels
$700 / month
$400 / 2 weeks

EMAIL NEWSLETTER

Topper:
300 X 90 pixels
$200 / week

See for yourself:
Sign up for our newsletter at goldengatexpress.org
AD RATES

PRINT MAGAZINE

- Full-page back cover
- Inside back cover
- Inside front cover
- Inside page

8.5 X 11 inches

- $1,000
- $750

PODCAST

30-second script

$200 / episode
Terms & Policies

Xpress Publications reserves the right to:

- Refuse and/or edit any advertising in accordance with its advertising policies, at the discretion of the Xpress Publications management.
- Change, without notice, deadlines for advertising copy, rates, rules and regulations.
- Include the phrase “PAID ADVERTISEMENT” on any ad, at the discretion of current management.
- Refuse any advertisement that is racist, bigoted, sexist, homophobic or otherwise discriminatory - or that promotes ideas and beliefs rather than a product, service, event or organization.

Credits & Adjustments

Errors in ads must be reported as soon as possible. Proofed ads must be carefully checked by the advertiser.

Xpress Publications cannot assume responsibility for errors in advertisements provided by the advertiser.

All advertising credits, refunds and make-good ads are at the discretion of the Xpress Publications.

For additional details about Xpress Publications advertising policy or guidelines, please contact Amber Wehrer at (415) 338-3560 or AmberW@sfsu.edu.
Xpress Publications are produced by students in SF State’s highly respected Journalism Department. Every year our students bring home prestigious awards from the national Hearst Journalism Awards Program, often called the Pulitzer Prizes of student journalism, as well as other national competitions sponsored by the College Media Association and Associated Collegiate Press.

**Our department’s mission:** To educate students and provide leadership in an evolving media landscape by promoting integrity, creativity, innovation, and social responsibility in accurately telling the stories of a multicultural world.

The department is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) and is a member of the California Newspaper Publishers Association. We sponsor student chapters of the National Association of Hispanic Journalists, the National Press Photographers Association and NLGJA, the Association of LGBTQ Journalists.

For advertising inquiries contact:

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