



XPRESS PUBLICATIONS



San Francisco State University
1600 Holloway Avenue
San Francisco, CA 94132
(415) 338-3560

**MEDIA
KIT**

2022-23

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:



Ethnicity:

African American	6%
American Indian/Alaskan Native	0.2%
Asian American, Filipinx	30%
Chicanx, Mexican American	27%
Latinx	12%
Pacific Islander	1%
Two or More Races	6%
White Non-Latinx	18%

Source: SF State Admissions Office

AD RATES



WEBSITES

Leaderboard:

720 X 90 pixels

\$800 / month

\$500 / 2 weeks

Medium Rectangle:

300 X 90 pixels

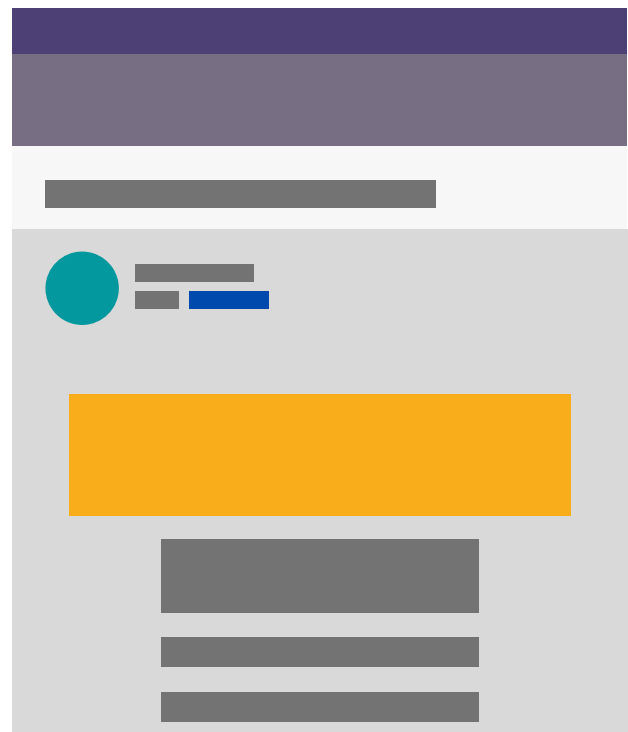
\$700 / month

\$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

8.5 X 11 inches

\$1,000

Inside page

8.5 X 11 inches

\$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.



Feel good about advertising with Xpress

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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