



T

technique



FALL 2024 MEDIA KIT

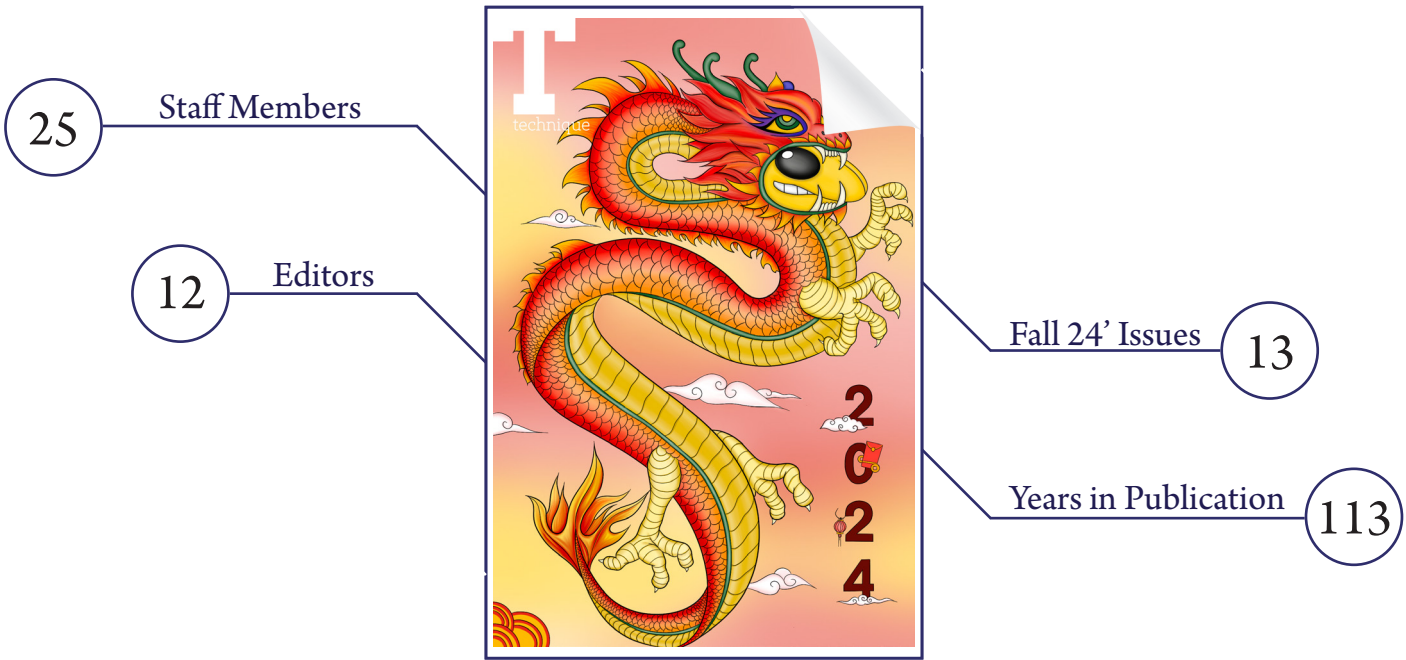
The Technique

The South's Liveliest College Newspaper

Founded in 1911, the Technique is the student newspaper of the Georgia Institute of Technology and is an official publication of the Georgia Tech Board of Student Publications. The Technique prints over 4,000 copies weekly during the fall and spring semesters, and it publishes online in the summers. Our paper amplifies the diverse student voices at Tech and keeps the student body informed about the surrounding Atlanta metropolitan area.

In the last reported fiscal year, Georgia Tech contributed \$4.5 billion to the Georgia economy, boasting the largest economic impact of any public university in the state. When you advertise with the Technique, your organization has the opportunity to be seen by over 45,000 young leaders through a source they trust. Let us help grow your organization by developing a successful partnership together.

- Cole Murphy, Editor-in-Chief



editor@nique.net



[@gt_nique](https://www.instagram.com/@gt_nique)



[@the_nique](https://www.twitter.com/@the_nique)



[nique.net](https://www.nique.net)

1ST SCHOOL 45,296 Students 4,890 First-Year Students in 2023

19,505 Undergraduates 113 Countries
28,441 Graduates/PhD

Our Mission

The purpose of the Technique is to serve the campus community by providing information, analysis and opinions that reflect the needs and interests of the student body at Georgia Tech.



Our Vision - The Four Pillars



Use our role as a college newspaper to provide unique content to the community



Foster a sense of community



Inform and entertain the student body by publishing articles in a timely manner

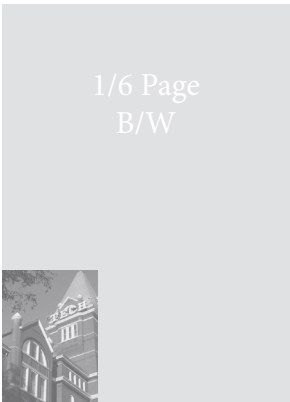
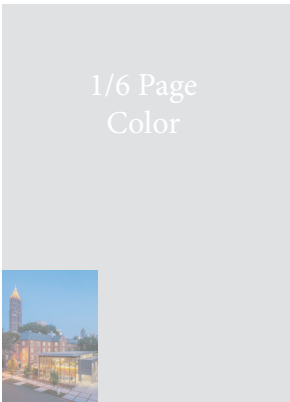
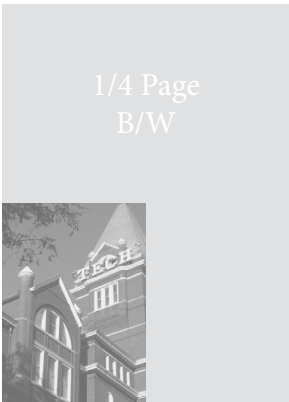
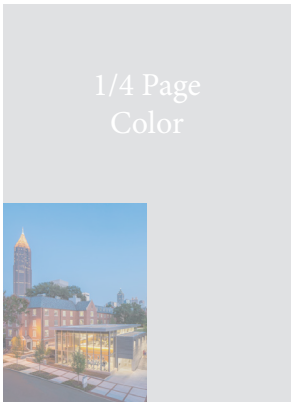
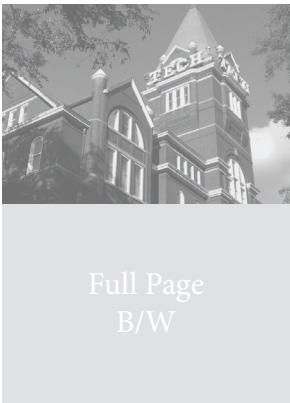
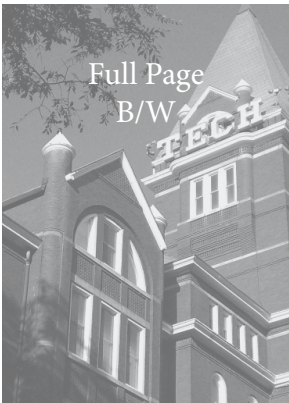
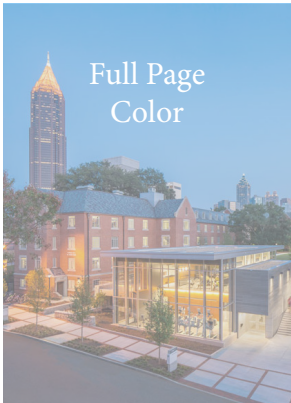


Be a place where students can develop their writing, photography, design, business and leadership skills while working in a safe and enjoyable environment and expect to be treated fairly and with respect

Rates and Sizes

| | RSO | Campus Organization | Local Business | National |
|-----------------|----------|---------------------|----------------|------------|
| Full Page Color | \$420.00 | \$495.00 | \$1,150.00 | \$1,510.00 |
| Full Page B/W | \$220.00 | \$295.00 | \$750.00 | \$1,110.00 |
| 1/2 Page Color | \$315.00 | \$350.00 | \$775.00 | \$960.00 |
| 1/2 Page B/W | \$115.00 | \$150.00 | \$375.00 | \$560.00 |
| 1/4 Page Color | \$255.00 | \$270.00 | \$580.00 | \$670.00 |
| 1/4 Page B/W | \$55.00 | \$70.00 | \$180.00 | \$270.00 |
| 1/6 Page Color | \$235.00 | \$250.00 | \$520.00 | \$535.00 |
| 1/6 Page B/W | \$35.00 | \$50.00 | \$75.00 | \$135.00 |

*Contact for online ads



Content Policies

General Principles

1. **Non-Discrimination:** Ads must not discriminate against any individual or group on the basis of age, race, color, gender, national origin, religion, disability, sexual orientation, or any other legally protected class. Ads should promote inclusivity and respect for all members of the university community.
2. **Accuracy and Honesty:** All advertisements must be truthful and not misleading. Claims must be substantiated. The Technique reserves the right to request evidence to support any claims made in an ad.
3. **Suitability:** Ads must be appropriate for a university setting. Ads should not contain profane language, sexually explicit content, or promote illegal activities.
4. **Educational Relevance:** Preference may be given to advertisements that have educational relevance or offer opportunities (such as internships, scholarships, or study abroad programs) to students.
5. **Alcohol, Tobacco, and Drugs:** Ads promoting the sale of alcohol, tobacco products, or illegal drugs are not accepted. Prescription drugs may be advertised with appropriate disclaimers and must comply with all applicable laws and regulations.
6. **Political and Religious Advertisements:** Political and religious ads are subject to the same standards as all other ads. They must not be defamatory or incite hatred or violence. The newspaper reserves the right to include a disclaimer stating that such ads do not reflect the opinions of the newspaper or the university and are paid ads.
7. **External Links:** For online advertisements, any external links included in the ads must be to websites that comply with this policy's standards.

Submission and Approval Process

1. **Submission Deadlines:** Advertisers must submit ads by Monday of the week the advertisement will be published.
2. **Review and Approval:** The editorial board will review submissions to ensure compliance with this policy. The newspaper reserves the right to reject any ad for any reason.
3. **Corrections and Refusals:** If an ad is refused or needs correction, the advertiser will be informed of the specific reasons. Advertisers may modify and resubmit ads for approval.

Payment and Formatting

1. **Payment Methods:** Please use the online portal on our website (nique.net) for print ads. Check and invoices are also acceptable.
2. **Accepted Formats/Images:** PNGs are preferred, but JPEGs are accepted.

Disclaimer

The Technique reserves the right to serve as the final authority on the acceptance of advertisements. Acceptance of an ad does not constitute an endorsement by the newspaper or the university of the product, service, or ideas presented.

Fall 2024 Publication Schedule

★ Special Edition ● Regular Print

★ August 16 - Freshman Guide Issue

● August 23

● August 30

★ September 6 - Career Fair Issue

● September 13

● September 20

● September 27

★ October 4 - Atlanta Pride Issue

● October 11

● October 25

★ November 1 - Politics Issue

★ November 8 - Homecoming Issue

★ November 15 - To Hell With Georgia Issue



The background image shows a large, multi-story red brick building with a prominent clock tower. The tower has a pointed roof and the word "TECH" is visible on its upper section. The building is surrounded by trees, some with yellow leaves, suggesting an autumn setting. In the foreground, there is a large, dense field of bright yellow flowers. The entire image is framed by a dark blue border.

Questions?

Contact Us:

editor@nique.net

nique.net

(678) 713 - 1980