

Old Gold & Black

2020-2021

Advertising Options

business.ogb@gmail.com
 (404) 561-4028

Since its founding in 1916, the *Old Gold & Black* has maintained a legacy of excellence and integrity in all its operations. As the official newspaper of Wake Forest University, the *Old Gold & Black* is the primary news source for over 7,000 students at the undergraduate school, the School of Law, the Babcock School of Management, and the Wake Forest University Baptist Medical Center. A perennial bargain in print and online advertising, the *Old Gold & Black* is full of hard-hitting news, light features, and insightful and controversial editorials.

Print Edition

The best way to reach your audience.

- 1,750 weekly circulation distributed across campus
- High readership rates among students, parents, and tour groups

	Price	Discount
Quarter Page (5" x 6.75")	\$75.00	3/\$200
Half Page (10" x 6.75")	\$150.00	2/\$275
Full Page (10" x 13.5")	\$500.00	2/\$750
Inserts: Any size up to 8.5" x 11		\$300/issue



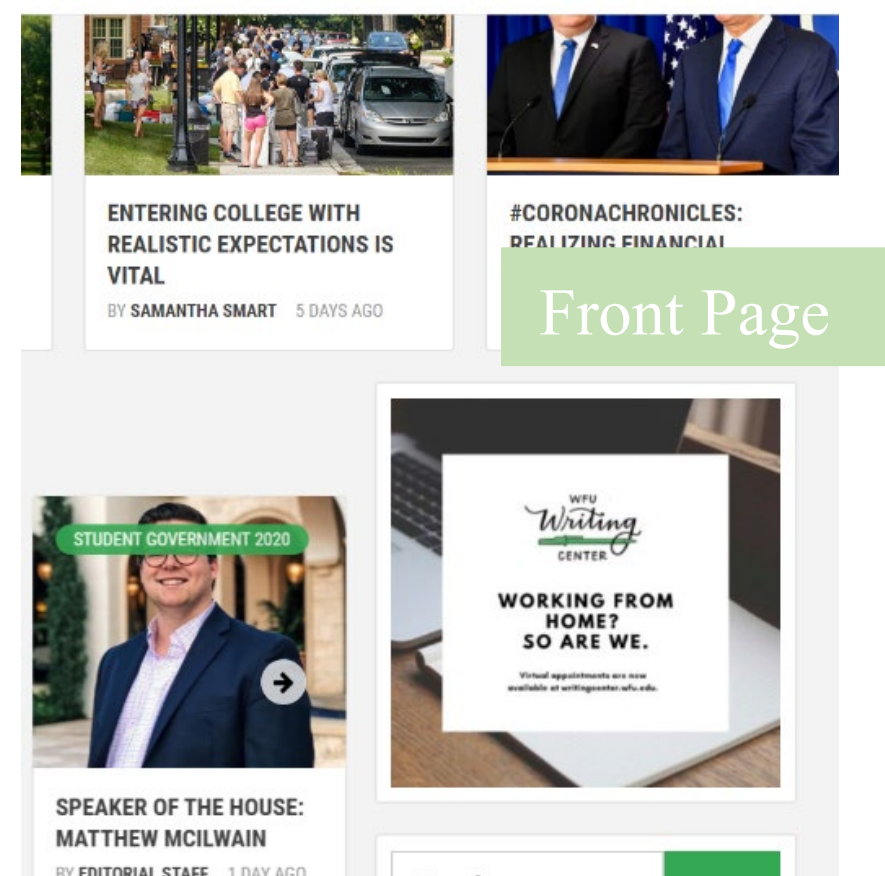
*In appreciation of your continued support, we offer a 10% discount to Wake Forest organizations.

wfuogb.com

The top site for Wake Forest news and information.

- 19,000 average monthly users
- 35,000 average monthly views

	Price
One Week	\$100
Two Weeks	\$200
One Month	\$350



Social Media

Sponsored Tweets, Facebook posts, or Instagram posts from the *Old Gold & Black's* social media platforms. Instagram stories, which average 900 views, are available for \$80.

\$150/post

/OGB1916 – 1900 followers

@wfu_ogb – 3000 followers

@wfu_ogb – 2100 followers



We accept pdfs, jpgs, s.pds files. Deadline is 5pm the Tuesday before each issue.

