

The New York Times Campuswide Access Program

# Launch Guidebook: Higher Ed –IP Access–

*The New York Times*

UPDATED 2.4.2020

# Activation Experience

**Thank you for bringing The New York Times to your institution. To help you get the word out across campus, we've created this guidebook.**

This package is also accompanied by a link, where you can download all asset and image files.

We're excited to provide your students and faculty with journalism that helps them better understand their world — inside and outside the classroom.

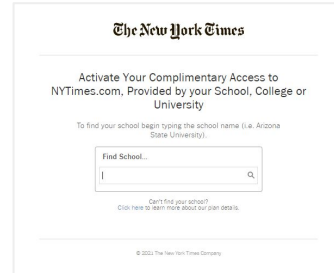
Sincerely,  
The New York Times Higher Education Team

## IP Access

**How students and faculty discover (and activate) their access.**

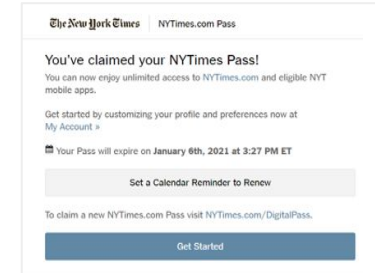


The institution informs students and faculty of their new access.



Students and faculty are invited to activate their account at [accessnyt.com](https://accessnyt.com), by claiming a pass.

Note: Student/faculty must be connected to their institution's network to claim a pass.

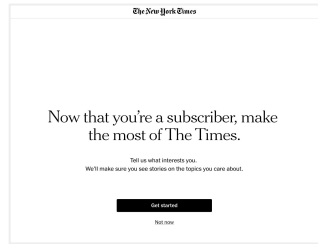


Once activated, a faculty pass is valid for 364 days. A student pass is valid up to the graduation year they enter when they signed up.

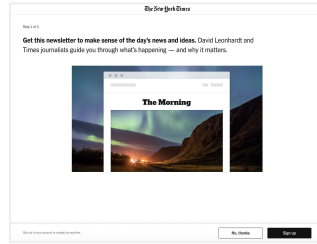
After the pass expires, faculty can easily renew their access by re-entering their email address at [accessnyt.com](https://accessnyt.com).

## User Journey

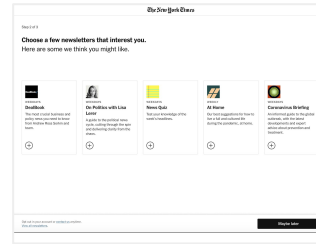
Once a student or faculty member has activated their access, they'll have the same experience as a new subscriber, allowing them to personalize their experience with newsletters and download the New York Times app.



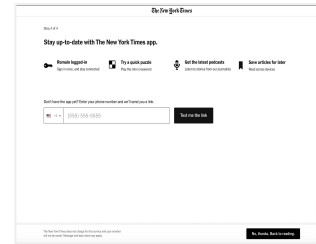
Get Access



Explore Newsletters



Follow Favorite Topics



Download Apps



Enjoy The Times

Social Media

Each social media platform has specific rules, requirements and best practices. With that in mind, we've provided images and messaging that are tailored for each medium.

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**Asset Type: Post Text, JPG, GIF, MOV**

- Twitter
- Facebook
- Instagram

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## Posts

The social media posts in this section consist of an image and post text. They should always be used together.

The Twitter post uses a static image. The Facebook and Instagram posts use an animated video file.

Make sure to replace @UNIVERSITYNAME with your school's username for a more personalized message.

Make sure to link to the appropriate URL for people to activate their access.

All files can be found in the accompanying zip file.

### **TWITTER POST TEXT**

To be posted with image:  
**NYT-B2B-EDU-Twitter.jpg**

### **FACEBOOK POST TEXT**

To be posted with video:  
**NYT-B2B-EDU-Facebook.mp4**

### **INSTAGRAM POST TEXT**

To be posted with video:  
**NYT-B2B-EDU-Instagram.mp4**

**The following is plain text that can be easily copied and pasted.**

Students of @UNIVERSITYNAME enjoy access to The New York Times. Discover original, quality journalism that helps you understand the world — and make the most of every part of life. Activate your access at [bit.ly/XXXXXXXX](https://bit.ly/XXXXXXXX).

Students of @UNIVERSITYNAME enjoy access to The New York Times. Discover original, quality journalism that helps you understand the world — and make the most of every part of life. Activate your access at [bit.ly/XXXXXXXX](https://bit.ly/XXXXXXXX).

Students of @UNIVERSITYNAME enjoy access to The New York Times. Discover original, quality journalism that helps you understand the world — and make the most of every part of life. To activate your access, click the link in our bio.

### Social Media

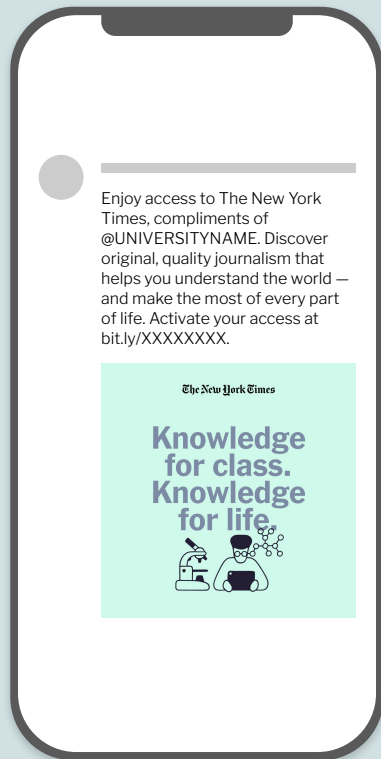
Social media posts consist of an image and post text. They should always be used together.

The Twitter post uses a static image.

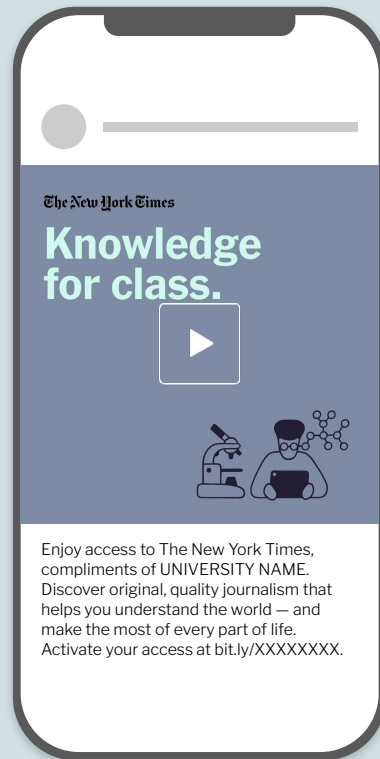
The Facebook and Instagram posts will use an animated video file. You won't see it move in this Guidebook, but you can click [here](#) to preview the animation.

Preview all files [here](#).

### Twitter



### Facebook\*



### Instagram\*

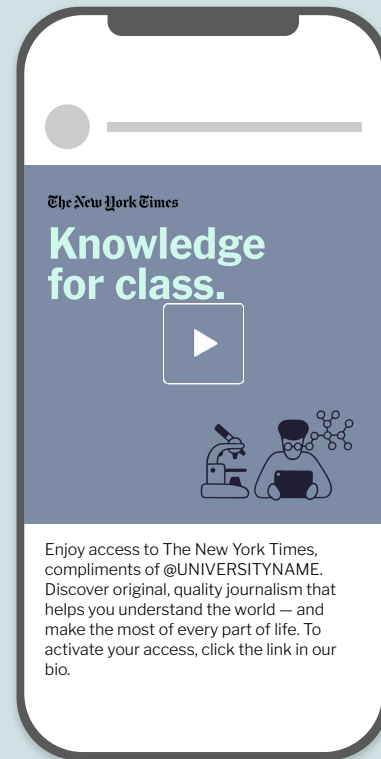


Image and Copy post must be used together.

Email

With these concise emails, it's easy to reach large groups of students and faculty with a single communication, and drive interest in the program.

We recommend at least one dedicated email announcing access, to drive widespread activation and engagement.

Consider sending a follow-up email (or two), to remind users to activate their access.

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**Asset Type: Email Text/JPG/GIF**

- Email 1 (for Student)
- Email 1 (for Faculty)
- Email 2 (for Student)
- Email 2 (for Faculty)
- Email 3 (for Student)
- Email 3 (for Faculty)

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**Students: Email**

These emails include a headline and subhead as part of the image, so you won't need to include them in the text.

In the second paragraph of the BODY, fill in your institution's name to personalize your message.

These emails also include preheaders and buttons. If you don't have the ability to code your emails to include these elements:

- Disregard the preheader copy.
- Hyperlink the text "ACTIVATE YOUR ACCESS."

Make sure to link to the appropriate URL for people to activate their access, which could be either:

- 1) Accessnyt.com
- 2) Your campus resource page

The following is plain text that can be easily copied and pasted.

**SUBJECT LINE**

You've been given access to The New York Times.

**PREHEADER**

A special benefit for < UNIVERSITY NAME > students.

**< IMAGE GOES HERE >****BODY**

Whether you're writing a paper or planning for the weekend ahead, discover original, quality journalism that helps you understand the world — and make the most of every part of life.

Enjoy access to The New York Times, compliments of < UNIVERSITY NAME >.

Seek the truth. Find new perspectives. Inform your conversations on nearly every topic.

**LINK / BUTTON TEXT**

[ACTIVATE YOUR ACCESS]

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**Faculty: Email**

These emails include a headline and subhead as part of the image, so you won't need to include them in the text.

In the second paragraph of the BODY, fill in your institution's name to personalize your message.

These emails also include preheaders and buttons. If you don't have the ability to code your emails to include these elements:

- Disregard the preheader copy.
- Hyperlink the text "ACTIVATE YOUR ACCESS."

Make sure to link to the appropriate URL for people to activate their access, which could be either:

- 1) Accessnyt.com
- 2) Your campus resource page

The following is plain text that can be easily copied and pasted.

**SUBJECT LINE**

You've been given access to The New York Times.

**PREHEADER**

A special benefit for < UNIVERSITY NAME > students.

**< IMAGE GOES HERE >****BODY**

Whether you're prepping course materials or planning for the weekend ahead, discover original, quality journalism that helps you understand the world — and make the most of every part of life.

Enjoy access to The New York Times, compliments of < UNIVERSITY NAME >.

Seek the truth. Find new perspectives. Inform your conversations on nearly every topic.

**LINK / BUTTON TEXT**

[ACTIVATE YOUR ACCESS]

Students: Email

Here are three student-focused emails.

If you use a bulk email service, you may be able to send the email in two formats simultaneously — allowing the message to reformat itself automatically for desktop and mobile users.

With that in mind, we've provided both desktop and mobile formats here.

They are .jpgs that include all the content in a single image, already formatted — so you can drop them directly into your email program.

We suggest using the second and third emails as reminders about students' new access.

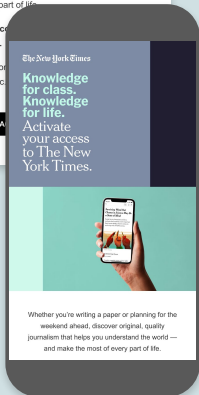
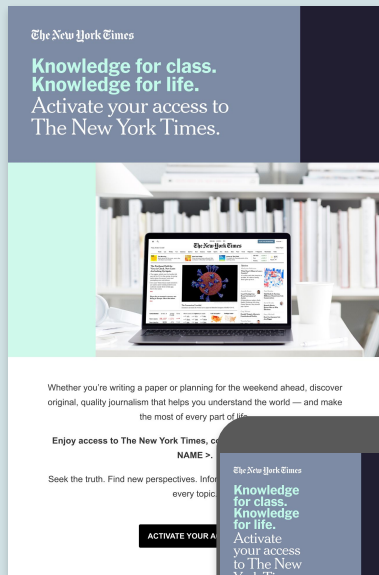
Email 1  
 NYT-EDU-Email-1-Student-Desktop.jpg  
 NYT-EDU-Email-1-Student-Mobile.jpg

Email 2  
 NYT-EDU-Email-2-Student-Desktop.jpg  
 NYT-EDU-Email-2-Student-Mobile.jpg

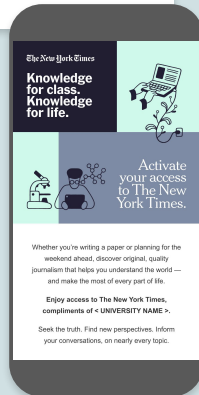
Email 3  
 NYT-EDU-Email-3-Student-Desktop.jpg  
 NYT-EDU-Email-3-Student-Mobile.jpg

Preview files [here](#).

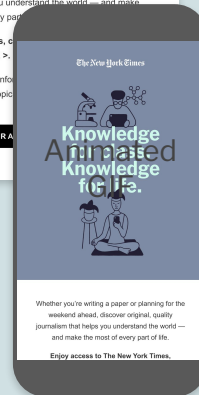
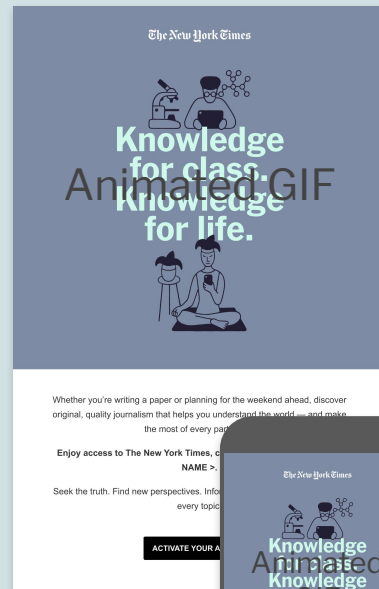
Email 1



Email 2



Email 3



Email 3 headers are an animated GIF.  
 Preview [here](#)

**Faculty: Email**

Here are three faculty-focused emails.

If you use a bulk email service, you may be able to send the email in two formats simultaneously — allowing the message to reformat itself automatically for desktop and mobile users.

With that in mind, we've provided both desktop and mobile formats here.

They are .jpgs that include all the content in a single image, already formatted — so you can drop them directly into your email program.

We suggest using the second and third emails as reminders about your faculty's new access.

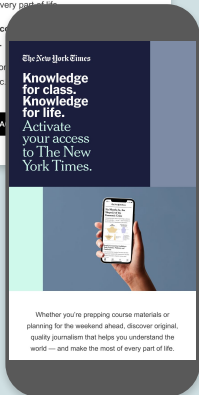
Email 1  
 NYT-EDU-Email-1-Faculty-Desktop.jpg  
 NYT-EDU-Email-1-Faculty-Mobile.jpg

Email 2  
 NYT-EDU-Email-2-Faculty-Desktop.jpg  
 NYT-EDU-Email-2-Faculty-Mobile.jpg

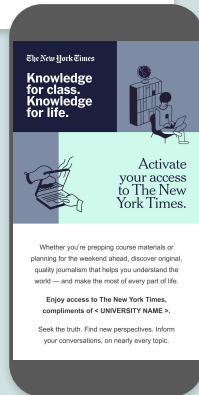
Email 3  
 NYT-EDU-Email-3-Faculty-Desktop.jpg  
 NYT-EDU-Email-3-Faculty-Mobile.jpg

Preview files [here](#).

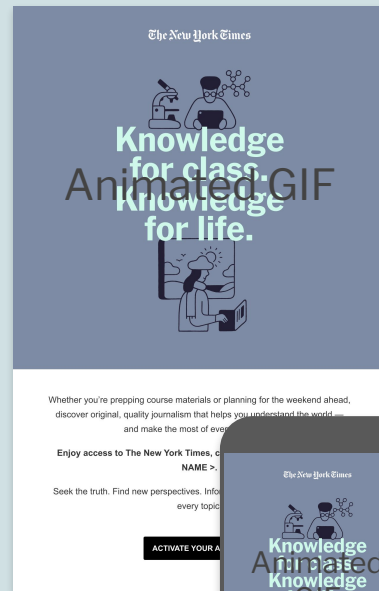
Email 1



Email 2



Email 3



Email 3 headers are an animated GIF.  
 Download [here](#)

# Banner Ads

We have created a suite of digital assets for you to use across your communications with students and faculty.

These could be posted on your campus resource site, added to a benefits-related email or added to a student-focused section of your website.

Think of them as internal “ads,” only available to students and faculty.

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**Asset Type: JPG**

• Multiple sizes

## Banner Ads

Here, you'll find banner ads in multiple sizes.

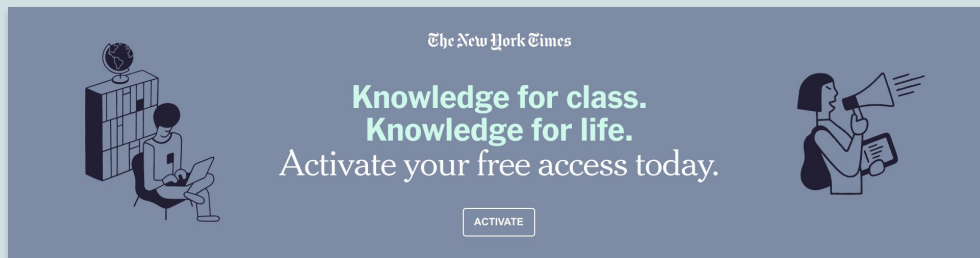
If the ads are clickable, make sure to link to the appropriate URL for people to activate their access, which could be either:

- 1) Accessnyt.com
- 2) Your campus resource page

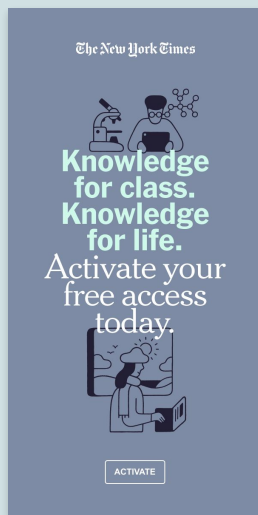
Please post the ads as-is, without alteration. Do not resize, stretch or crop.

They are not intended to be attachments, social media posts or used to accompany a blog post.

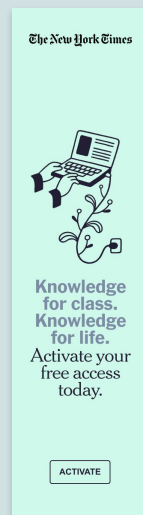
Preview files [here](#).



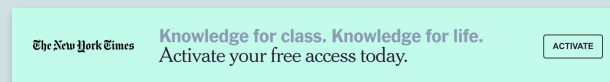
NYT-EDU-970x250.jpg



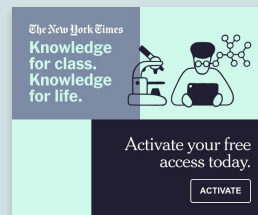
NYT-EDU-300x600.jpg



NYT-EDU-160x600.jpg



NYT-EDU-728x90.jpg



NYT-EDU-300x250.jpg



NYT-EDU-320x50.jpg

# Print Collateral

These 8.5"x11" posters are easy to print, and a good choice for bulletin boards, classrooms and common areas where students and faculty gather.

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**Asset Type: PDF**

- 8.5"x11" Poster 1A
- 8.5"x11" Poster 2A
- 8.5"x11" Poster 3A
- 8.5"x11" Poster 1B
- 8.5"x11" Poster 2B
- 8.5"x11" Poster 3B

**Customizable 8.5"x11" Posters**

Here, you'll find print collateral.

Please post the ads as-is, without alteration. Do not resize, stretch or crop.

They are not intended to be attachments, social media posts or used to accompany a blog post.

To customize the URL, open the file in Adobe Acrobat and click on the placeholder text.

A window will open where you can fill in your preferred URL.

Note: Be sure to type the URL in all lowercase letters.

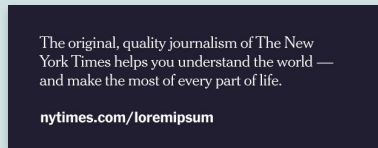
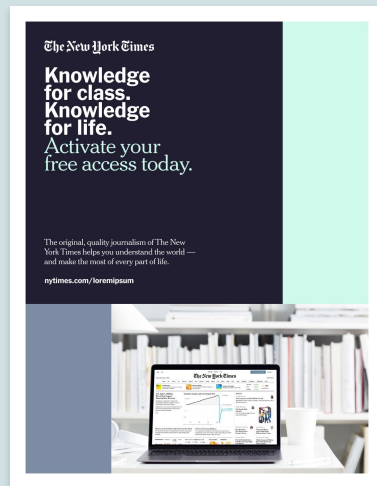
Poster 1A  
 NYT-EDU-PRINT-1A.PDF

Poster 2A  
 NYT-EDU-PRINT-2A.PDF

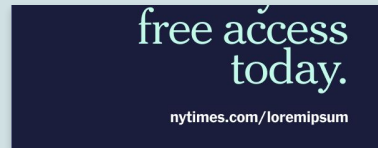
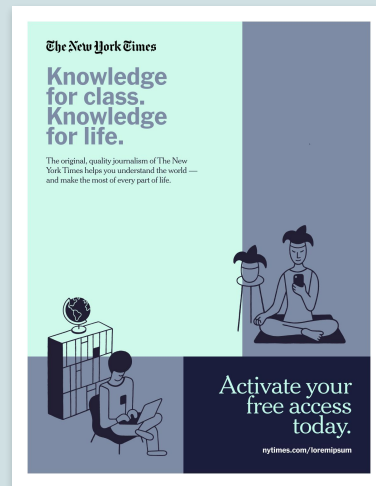
Poster 3A  
 NYT-EDU-PRINT-3A.PDF

Preview files [here](#).

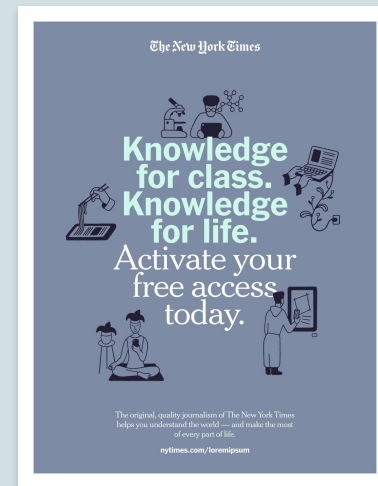
Poster 1A



Poster 2A



Poster 3A



**Customizable 8.5"x11" Posters**

To customize the top bar and URL, open the file in Adobe Acrobat and click on the placeholder text.

A window will open where you can fill in your preferred URL.

Note: Be sure to type your university name in all caps and the URL in all lowercase.

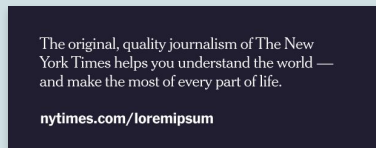
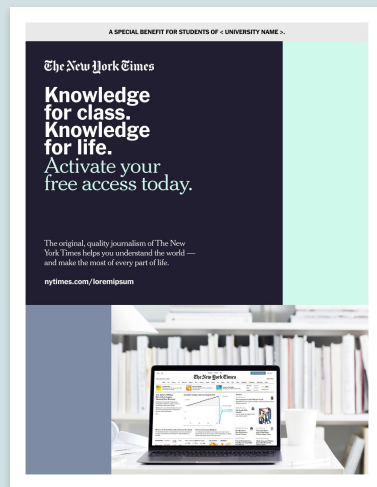
Poster 1B  
 NYT-EDU-PRINT-1B.PDF

Poster 2B  
 NYT-EDU-PRINT-2B.PDF

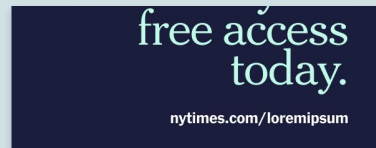
Poster 3B  
 NYT-EDU-PRINT-3B.PDF

Preview files [here](#).

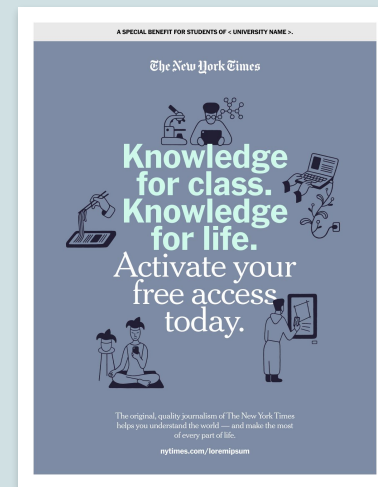
Poster 1B



Poster 2B



Poster 3B



A SPECIAL BENEFIT FOR STUDENTS OF < UNIVERSITY NAME >.

NYTimes  
Wordmark

The New York Times wordmark (logo) has evolved over its 160-year history and is the company's most distinctive and recognizable asset. It represents The Times's history, quality and values.

Please use it with care in your communications.

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## Wordmark

When using The Times's logo, keep a few important guidelines in mind:

- Your school's logo should lead in the design.
- Make sure your school's logo and The New York Times logo are the same size.
- Logos may be conjoined only as shown in the options at right.
- Logos should be two "T" widths apart.

Preview files [here](#).

### NYT-Wordmark-Black-Screen.eps

Use this version if the asset will be featured on screens.

### NYT-Wordmark-Black-Print.eps

Use this version if the asset will be printed.

### NYT-Wordmark-White.eps

Use this version for either screen or print.

# The New York Times

NYT-Wordmark-Black-Screen.eps

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## Acceptable Lockups



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**Wordmark**

When using The Times's logo, keep a few important guidelines in mind:

- The New York Times logo always appears in black or white.
- The logo should always have adequate breathing room around it. Use the height of the "T" to measure out a distance on all sides.

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**Uses to avoid.**

Do not pair the wordmark and the school's logo with "+" or "x" to indicate a new product or collaboration.



Do not stretch the wordmark or change the color of the wordmark.



Do not tilt, rotate or turn the wordmark on an angle.



Do not isolate the "T" from the wordmark and use on its own. The "T" is a unique proprietary mark that is not included with this package.



# Questions?

**Contact our team. We're here to help.**

[edu@nytimes.com](mailto:edu@nytimes.com)