

The Daily Free Press University Organizations Rate Card



Advertising Policy:

Adopted by The Board of Trustees of Back Bay Publishing Company, Inc. on August 31, 2009

The Daily Free Press will not print advertisements that propagate misinformation, libel or otherwise misleading content, promote discrimination against any gender, ethnicity, nationality, religious groups or sexual orientation; or any content deemed patently offensive to the readership. The Daily Free Press may print advertisements promotion of a particular political agenda, though no advertisements reflects the views or opinions of the newspaper's editorial staff or business management.

The Daily Free Press University Organizations Rate Card 2012-2013

Satisfying Your Advertising Needs Since 1970



Contact Information:

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<http://dailyfreepress.com/>

Display Advertising Packages

Name	Price	Includes
The Mugar	\$5,500.00	600 Column Inches 1 Online Rectangle Ad Space for 2 Semesters \$275.00 Color Option per Run Date
The Agganis	\$3,700.00	400 Column Inches 1 Online Rectangle Ad Space for 1 Semester \$300.00 Color Option per Run Date
The Nickerson	\$3,200.00	350 Column Inches 2 Online Tile Ad Spaces for 2 Semesters \$325.00 Color Option per Run Date
The FitRec	\$2,800.00	300 Column Inches 2 Online Tile Ad Spaces for 1 Semester \$350.00 Color Option per Run Date

***Custom sizes available at \$10.25 per column inch**

Color Rates

- Spot \$150.00 per ad
- Full \$400.00 per ad

*Color discount available for placing of 3 or more ads

Inserts (5,000)*

- 1-24 PAGES \$450.00 (per run date)
- Advertiser provides preprinted flyers to Daily Free Press printer for insertion.

Online Advertising Packages

Size	Weekly	One Month	One Semester
Home Page Banner 728 x 90	\$150.00	\$225.00	\$550.00
Rectangle 300 x 250	\$100.00	\$175.00	\$450.00
Tile 145 x 145	\$50.00	\$125.00	\$375.00

Creative Requirements:

- ❖ PDF with all fonts embedded
- ❖ JPG, GIF and Flash Files
- ❖ All images should be 200-300 dpi
- ❖ Color Images must be in CMYK format
- ❖ Black and white images must be in grayscale

Ordering Procedures:

- ❖ All black and white advertising artwork must be received 2 business days prior to run date.
- ❖ All color advertising artwork must be received 3 business days prior to run date.
- ❖ All political advertising or ads that the newspaper deems to be too close to content, must have the words “PAID ADVERTISING” in no less than 10 font on the top and bottom of the page.