

# THE DAILY FREE PRESS

The Independent Student Newspaper at Boston University

## ABOUT US

The Daily Free Press is Boston University's only student-run, non-profit, independent newspaper. Operating since 1970, it currently serves more than 32,000 students, faculty and staff. In addition to more than 80 drop spots along the Charles River Campus, the award-winning newspaper can be found on the web, Twitter, Facebook.

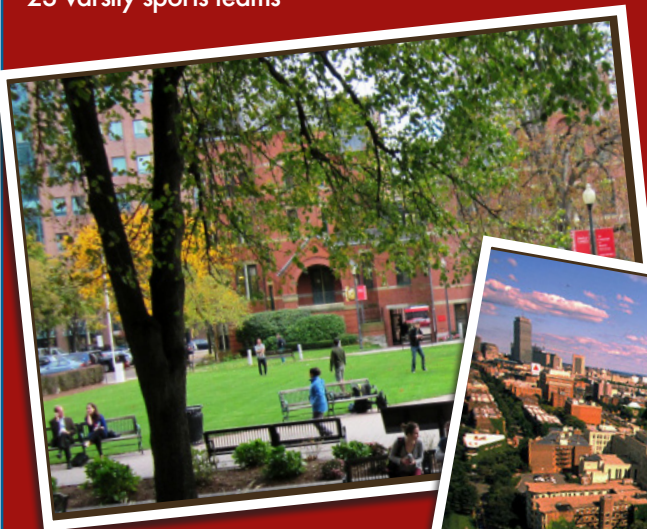
## SCHOOL INFORMATION

Circulation 5,000  
 Frequency Weekly Print (daily online)  
 Day(s) Published Thursdays  
 Enrollment 32,112  
 Format 5 Column Tabloid

Column Width  
 1) 1.87"  
 2) 3.87"  
 3) 5.87"  
 4) 7.87"  
 5) 9.87"

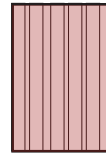
## DEMOGRAPHICS

Over 32,000 students  
 80% of undergrads live on campus  
 99% of freshman live in college housing  
 3,936 faculty members  
 Almost 300,000 alumni  
 23 varsity sports teams

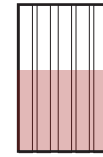


## DISPLAY ADVERTISING

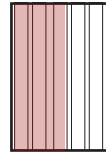
### Sizes



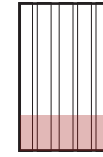
Full Page  
 5 col (9.87") W x 16.0" H



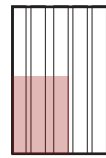
Half Page Horizontal  
 5 col (9.87") W x 8.0" H



Half Page Vertical  
 2.5 col (4.87") W x 16.0" H



Quarter Page Horizontal  
 5 col (9.87") W x 4.0" H



Quarter Page Vertical  
 2.5 col (4.87") W x 8.0" H

### Packages

Ad Size	3X	7X	10X
Full Page	\$3,360.00	\$7,840.00	\$11,200.00
Half Page	\$1,680.00	\$3,920.00	\$5,600.00
Quarter Page	\$840.00	\$1,960.00	\$2,800.00

**Color Rate Per Ad (CMYK) - \$250.00**

## INSERTS

Rate: \$660.00

Min Size: 3.0" x 5.0"

Max Size: 8.5" x 11.0"

Pages: 1-24

Quantity: 5,000

Advertiser provides preprinted flyers to Daily Free Press for insertion.

Send to: Turley Publications  
 Attn: BU Daily Free Press  
 24 Water Street  
 Palmer, MA 01069

\$1,000 minimum advertising campaign.

Ad design is available for an additional fee.

Insertion orders must be signed and advertising must be paid in full prior to running campaigns.

# ONLINE ADVERTISING

Size (in pixels)	Rate (per month)
Home Page Top Banner 728 x 90	\$560.00
Rectangle 300 x 250	\$395.00
Tile 145 x 145	\$230.00

<http://dailyfreepress.com/>

## Menu Page

Rate: \$385.00/semester

\$535.00/academic year

Please send a pdf copy or ink to menu.

## PUBLICATION DATES

### Fall 2016

September - 8, 15, 22\*, 29

October - 6\*, 13, 20, 27

November - 3, 9\*, 17

December - 1, 8

\*Indicates a special Issue

### Spring 2017

January - 19, 26

February - 2, 9, 16, 23

March - 2, 16, 23, 30

April - 6, 13, 18\*, 27

## Special Issues

September 22 - Dining Issue

October 6 - Hockey Issue

November 9 - Election Issue - Wed.

February TBD - Music Issue

April 18 - Marathon Issue - Tues

## Academic Calendar

<http://www.bu.edu/reg/files/2016/04/academic-calendar-16-17-printer.pdf>



## DEADLINE AND PLACEMENT INFORMATION:

Space and material deadline is 10 days prior to run date. *Minimum size and order restrictions do apply.* Please contact MediaMate for more information.

## CREATIVE REQUIREMENTS:

- Print ready PDF with all fonts embedded
- Color images must be in CMYK format
- Black and white images must be in grayscale
- Online ads should be JPG or GIF files

## CONTACT INFORMATION:

The *Daily Free Press* has hired MediaMate to be its exclusive ad manager. *MediaMate is not an agency.* MediaMate is the direct ad manager on staff, and all rates published on this media kit are direct rates. Please be sure to update our contact information for The *Daily Free Press* to the below address to ensure all correspondence and ad materials are received.

Payments should be made out to MediaMate and mailed to: MediaMate, LLC, 200 Brickstone Square, Suite 505, Andover, MA 01810 or pay by credit card by calling MediaMate at 888.897.7711. Accepted card types are Visa, Mastercard, Discover, and Amex.

All information is subject to change at anytime.



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