

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. They have been operating since 1970. It 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.

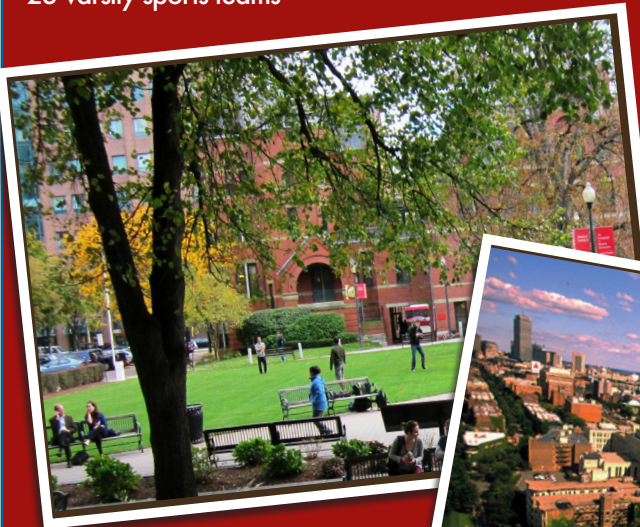
SCHOOL INFORMATION

Circulation 5,000
 Frequency Weekly Print (daily online)
 Day(s) Published Thursdays
 Enrollment 32,695
 Format 5 Column Tabloid

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

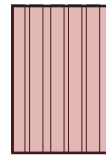
DEMOGRAPHICS

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

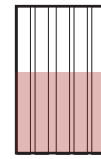


DISPLAY ADVERTISING

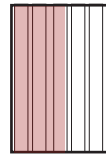
Sizes



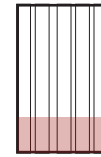
Full Page
 5 col (9.87") W x 16.0" H



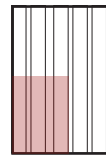
Half Page Horizontal
 5 col (9.87") W x 8.0" H



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

Prices

Ad Size	Black & White	Color
Full Page	\$1,160.00	\$1,410.00
Half Page H&V	\$580.00	\$830.00
Quarter Page H&V	\$290.00	\$540.00

INSERTS

Rate: \$685.00

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)
Rectangle 300 x 250	\$410.00
Tile 145 x 145	\$240.00

<http://dailyfreepress.com/>

SOCIAL MEDIA

Description	Rate
4 Tweets	\$600.00
4 Tweets & 1 Month Rectangle 300 x 250	\$1,010.00
10 Tweets & 1 Month Rectangle 300 x 250	\$1,910.00

PUBLICATION DATES

Fall 2018

September - 6, 13, 20, 27
October - 4, 11, 18, 25
November - 1, 7, 15, 29
December - 6

Spring 2019

January - 24, 31
February - 7, 14, 21, 28
March - 7, 21, 28
April - 4, 11, 15, 25
May - 2

Special Issues

September 20 - Food Issue
October 4 - Hockey Issue
November 7 - Election Issue
February 7 - Music Issue
April 15 - Marathon Issue

Academic Calendar

<https://www.bu.edu/reg/calendars/>



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.



MediaMate
200 Brickstone Sq., Suite 505
Andover, MA 01810
P: 888.897.7711
E: orders@mymediamate.com
www.mymediamate.com