

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. The paper 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, as well as linked to the Huffington Post.

SCHOOL INFORMATION

Circulation	5,000
Frequency	Weekly Print (daily online)
Day(s) Published	Thursday
Enrollment	32,695
Location	Boston, MA
Metro Area	Boston, MA
Most Popular Degrees	Business and Communications
Format	5 Column Tabloid
Full Page Size	5 col. (9.87") W x 16.0"H

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



BU Hockey Blog

Size (in pixels)	Rate (per month)
Leaderboard (top page) 728 x 90	\$980.00
Rectangle 300 x 250	\$715.00

<http://hockey.dailyfreepress.com>

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	\$2,360.00	\$2,735.00
Half Page H&V	\$1,180.00	\$1,555.00
Quarter Page H&V	\$590.00	\$965.00

Custom ad sizes, special sizes, and premium placement options (including front page, back page, inside spread, page 3, and inside cover) are available.* Please contact MediaMate for information and rates.

- **PCI Rate - \$29.50***
* \$375.00 Color Fee Applies
 - **Premium Placement - \$200.00***
- *Subject to availability. Color rates may apply.

ONLINE ADVERTISING

Website

Size (in pixels)	Rate (per month)
Rectangle 300 x 250	\$1,700.00
Tile 145 x 145	\$1,040.00

<http://dailyfreepress.com/>

SOCIAL MEDIA

Description	Rate
4 Tweets	\$1,000.00
4 Tweets & 1 Month Rectangle 300 x 250	\$2,500.00
10 Tweets & 1 Month Rectangle 300 x 250	\$4,000.00

INSERTS

Min Size:	3.0" x 5.0"
Max Size:	8.5" x 11.0"
Min/Max Pages:	1-2
Min/Max Qty	5,000
Rate (1-2):	\$800.00

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

Please send a PDF of the insert to orders@mymediamate.com for content approval prior to shipping. Inserts must arrive 10 days prior to run date.

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