

# The Daily Free Press

## 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"

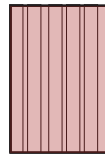
## DEMOGRAPHICS

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

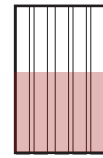


## DISPLAY ADVERTISING

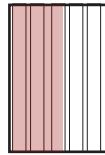
### Sizes



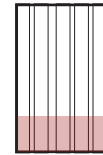
Full Page  
 5 col (9.87") W x 16.0" H



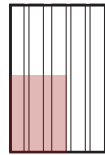
Half Page Horizontal  
 5 col (9.87") W x 8.0" H



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	\$1,060.00	\$1,310.00
Half Page H&V	\$540.00	\$790.00
Quarter Page H&V	\$185.00	\$435.00

## INSERTS

Rate: \$620

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	\$370.00
Tile 145 x 145	\$210.00

<http://dailyfreepress.com/>

## SOCIAL MEDIA

Description	Rate
4 Tweets	\$400.00
4 Tweets & 1 Month Rectangle 300 x 250	\$770.00
10 Tweets & 1 Month Rectangle 300 x 250	\$1,370.00

## 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:

Payments should be made out to The Daily Free Press and mailed to:

All information is subject to change at anytime.



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