



The Daily Free Press

The Independent Newspaper at Boston University

Fall 2023 Media Kit

About The Daily Free Press

The Daily Free Press (ISSN 1094-7337), the independent student newspaper at Boston University, is published digitally Monday through Friday and printed once per month during the academic year except during vacation and exam periods, as well as when there aren't ads to help cover the cost of printing. The paper is published by **Back Bay Publishing Co., Inc.**, a nonprofit Massachusetts corporation operated by Boston University students. The paper was founded May 5, 1970 by BU students.

The Daily Free Press in print is distributed free at about 50 sites on Boston University's Charles River Campus. Those interested can also sign up for our email newsletter, which is sent each morning with the day's top headlines.

The Daily Free Press Online (ISSN 1094-5962) has been publishing Monday through Friday since January 1996 at www.dailyfreepress.com.

Please email ads@dailyfreepress.com for more information.

Local and On-Campus Advertisers

All organizations local to the Greater Boston Area, please contact:
Sujena Soumyanath
Advertising Chair
Back Bay Publishing Co., The Daily Free Press
ads@dailyfreepress.com



National and Regional Advertisers

National and non-local organizations, please contact:
Kristina Robinson
Graphic Designer
MediaMate, LLC
krobinson@mymediamate.com



The Daily Free Press Office

708 Commonwealth Ave.
Boston, MA 02215

Mailing Address

PO Box 15655
Boston, MA 02115

By The Numbers...

36,729

students

14,655

school staff (including faculty)

414,500+

living alumni

3,000

copies per print issue

47

print distribution locations

6

days per week of publishing

184,571

page views per month*

9,239

Twitter followers**

3,770

Instagram followers**

5,283

daily newsletter subscribers**

* as of October 10, 2022

** as of January 15, 2023



Print

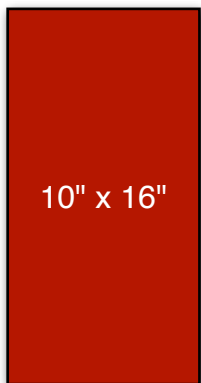
The Daily Free Press prints four times throughout the semester. **3,000 copies** of the paper are distributed at **47 locations** all around Boston University's Charles River Campus, as well as at local business partners in the Allston, Fenway and Brookline neighborhoods.



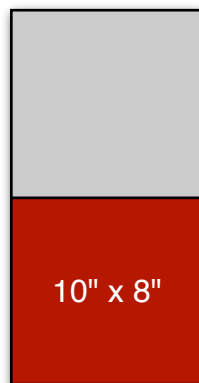
See our print issue archive at issuu.com/dailyfreepress



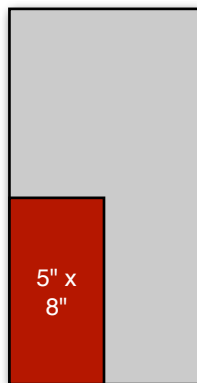
Spring 2023
Prints



Full Page
\$2,425*



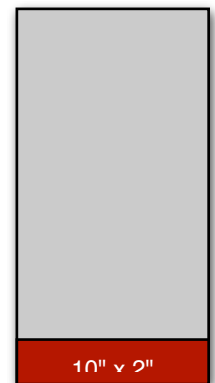
Half Page
\$1,210*



Quarter Page
\$605*



Eighth Page
\$300*



Banner
\$500*

***Add-Ons**
Color: **+\$375**

Print Specifications

Must be submitted as greyscale (for black and white) or CMYK for color print ads. Must be sent in PDF or PNG form. All fonts should be embedded.

Design Services

25% additional charge per design

NEW! Classified Ads

Great for real estate, club promotions, services, help wanted, and more! Our cheapest print advertising option.

BU student organizations: **FREE!** (3 line maximum)

Standard rate: \$10 per line

Discounted Rates

Non-profit organizations: **20% off**

Semester buy-out (4 iterations of the same ad): **25% off**

Digital



www.dailyfreepress.com

Website

A readership survey found that **40.9%** of our readers access our articles primarily through the website. The website garners over **180,000 page views** per month. Because we **publish 6 days per week**, readers are constantly interacting with our website. Web ads are incredibly effective and a sure bet to get your message in front of the BU community.

728 x 90 px

Leaderboard
\$1,900/month

300 x 250 px

Rectangle
\$1,740/month

Newsletter

Over **5,000 readers** subscribe to our daily newsletter, which is released every day we publish new content.

728 x 90 px

Header
\$1,900/month

300 x 250 px

Footer Rectangle
\$1,500/month

Podcast

We currently produce 3 podcasts: *East to West*, a twice-per-week news recap show; *Unmasked*, a storytelling podcast uncovering voices of the BU community; and *Terrier Hockey Talk* from the Boston Hockey Blog.

dfpress.co/podcasts



15-Second Spot: **\$60/4 episodes**
30-Second Spot: **\$120/4 episodes**
Beginning of Episode: **+\$20**
Host-Read: **+\$20**

Social Media

The BU community relies on The Daily Free Press for breaking news updates and featured articles every day, with over **9,000 Twitter followers** and over **3,700 Instagram followers**.

1920
x
1080
px

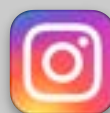
4 Instagram Stories
\$725

800 x 800 px

Instagram Post
\$700

1200 x 628 px

4 Tweets w/ photo
\$1,025



Package Deals

Bronze Package: 10% OFF!

1 half-page ad and 1 digital ad (any configuration) OR
2 digital ads (any configuration)

Silver Package: 15% OFF!

1 half-page ad and 2 digital ads (any configuration) OR
1 full-page ad and 1 digital ad (any configuration)

Gold Package: 20% OFF!

2 half-page ads and 2 digital ads (any configuration) OR
2 full-page ads

Platinum Package (BEST VALUE!): 30% OFF!

4 half-page ads and 4 digital ads (any configuration) OR
4 full-page ads

**Don't see a package that fits
your needs? Contact us!**

ads@dailyfreepress.com

We are more than happy to give you a
quote for any other combination of ads
purchased.



Advertising Policies

Payment

Checks can be made out to Back Bay Publishing Co., PO Box 15655, Boston, MA 02215. Payment must be mailed within one (1) week of invoice date. Late payments are subject to a 10% late fee and possible suspension of advertising. Credit card payments are subject to a service fee. If intending to pay via credit card, please email board@dailyfreepress.com before paying.

Refunds/Cancellations

Cancellations must be made at least three (3) business days before run date for a full refund via check. Any cancellations made past the deadline will be subject to a 25% cancellation fee. No cash refunds.

Content Restrictions

The Editorial Board of The Daily Free Press and the Board of Directors of Back Bay Publishing Company reserve the right to reject any advertisement for any reason. The Daily Free Press will not publish content that is libelous, misleading, deceptive, obscene, offensive on the basis of group identity, tends to incite violence or in any way prohibited by local, state or federal law. Any advertisement that mimics the style of The Daily Free Press without the Editorial Board and Board of Directors' explicit consent is not allowed.

Submissions

Submissions for creatives, social media captions, advertising scripts, and any other applicable advertising materials must be made at least three (3) business days before run date. Creatives submitted after this deadline are subject to suspension of advertising and a 10% late fee.

Print Creative Formatting

Must be submitted as greyscale (for black and white) or CMYK for color print ads. Must be sent in PDF or PNG form. All fonts should be embedded. Must have a resolution of at least 300 dpi.

Digital Creative Formatting

Must be submitted in RGB color format. Web ads must be sent in PNG or GIF form. Social media ads must be sent in PNG form only.

Social Media Advertising

Social media ads will be removed 14 days after post date. All social ads will be denoted with appropriate indication of paid promotion.

Ad Design Services

Requests for ad design services must be made at least two weeks in advance from run date. Designs requested after this deadline are subject to a 50% additional fee. Ad design services are an add-on to any advertising campaign and must be purchased with a campaign.

Paid Feature Articles/Promotions

The Daily Free Press will not publish paid feature articles of any kind.

Questions?

Please email ads@dailyfreepress.com with any clarifying questions or concerns.



**Back Bay Publishing
Company**
PO Box 15655
Boston, MA 02215



Ava Berger — Board Chairwoman (*Features Editor, Fall 2022*)
Emily Stevenson — Vice Chair (*Features Editor, Spring 2022*)
Chloe Patel — President (*Editor in Chief*)
Sujena Soumyanath — Advertising Chair (*Opinion Editor, Spring 2022*)

