

# THE DAILY FREE PRESS

The Independent Student Newspaper at Boston University

## ABOUT US

The Daily Free Press, 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, and Facebook.

## SCHOOL INFORMATION

Circulation 5,000  
 Frequency Weekly Print (daily online)  
 Day(s) Published Thursday  
 Enrollment 32,112  
 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"



## 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	\$6,840.00	\$15,960.00	\$22,800.00
Half Page H or V	\$3,420.00	\$7,980.00	\$11,400.00
Quarter Page H or V	\$1,710.00	\$3,990.00	\$5,700.00

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 - \$28.50**
- **Premium Placement - \$200.00\***
- **Color Rate Per Ad (CMYK) - \$375.00**

\*Subject to availability. Color rates may apply.

## ONLINE ADVERTISING

### Website

Size (in pixels)	Rate (per month)
Home Page Top Banner 728 x 90	\$1,680.00
Rectangle 300 x 250	\$1,450.00
Tile 145 x 145	\$1,000.00

<http://dailyfreepress.com/>

# BU Hockey Blog



Size (in pixels)	Rate (per month)
Leaderboard (top page) 728 x 90	\$940.00
	\$685.00

<http://hockey.dailyfreepress.com>

## 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):	\$765.00

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](mailto:orders@mymediamate.com) for content approval prior to shipping. Inserts must arrive 10 days prior to run date.

## PUBLICATION DATES\*

### Fall 2016

September - 8, 15, 22\*, 29  
 October - 6\*, 13, 20, 27  
 November - 3, 9\*, 17  
 December - 1, 8

### Spring 2017

January - 19, 26  
 February - 2, 9, 16, 23  
 March - 2, 16, 23, 30  
 April - 6, 13, 18\*, 27

\*Indicates a special issue

## 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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