



General Information

Frequency:	Weekly	School Enrollment:	3,632
Days Published:	Friday	Format:	5 Column Tabloid
Circulation:	2,500	Full Page Size:	5 col (10.0") W x 16.0" H
Readership:	3,500	Column Widths:	1) 1.81"
School Location:	Smithfield, RI		2) 3.81"
Metro Area:	Providence, RI,		3) 5.81"
	Boston, MA		4) 7.788"
			5) 10.00"

Please Note: The Archway does not accept Online Advertising.

Demographics

School Type:	4-Year Private	Ethnicity	Percentage
Highest Degree:	Master's	White:	82%
2010-2011 Tuition:	\$33,357	Black:	4%
2010-2011 Student Expenses:	\$48,272	Hispanic:	4%
Most Popular Degrees:	Business	Asian/Pacific Islander:	3%
Male/Female Ratio:	57% / 43%	American Indian:	0%
On Campus Housing:	Yes	Unknown/Other:	2%
Graduation Rate:	76%	Non-Resident Alien:	5%

Display Advertising

Description:	National/Open Rate
PCI Rate:	\$9.75

Modular Size and Rates

Description	Size	Regular Rate
Back Page	5 col (10.0") W x 16.0" H	\$935.00
Full Page	5 col (10.0") W x 16.0" H	\$735.00
Half Page (V)	2.5 col (5.0") W x 16.0" H	\$365.00
Half Page (H)	5 col (10.0") W x 8.0" H	\$365.00
Quarter Page (V)	2.5 col (5.0") W x 8.0" H	\$195.00
Quarter Page (H)	5 col (10.0") W x 4.0" H	\$195.00

Color Rates

Description:	CMYK (Process, 4-color)	Spot Color
Rate:	\$350.00	\$125.00

Size Restrictions

- Minimum size of 10 column inches
- Ads more than 14.0" in height will be billed at the full page height of 16.0"

The Archway, founded in 1946, is Bryant University's student newspaper serving the Bryant community with relevant and important information, news, entertainment, and opinions. The Archway will allow students the opportunity to express their opinions about campus and current events. Any items of general interest to the student body may be published in The Archway. The Archway prints 2,500 copies weekly and is normally distributed on Fridays during the fall and spring semesters. In addition, approximately 500 parents and alumni receive The Archway at home through a subscription service. With approximately 20 issues per year, The Archway is read by the faculty, staff, and the student body of Bryant University.





Display Advertising Discounts

Frequency Discounts*

Min Insertions:	3	5	8	
Max Insertions:	4	7	14	15+
% Discount:	5%	10%	15%	20%

Bulk Contracts*

Column Inches:	250	500
PCI Rate:	\$8.75	\$7.75

*The above discounts will not be applied to color costs. For color ads, the discounts will apply to the black and white portion only and the advertiser will pay the full color rate.



Inserts

Min Pages:	1	4	Min Size: 4.0" X 6.0"
Max Pages:	2	24	Max Size: 8.5" X 11.0"
Flat Rate (per 2,500 copies):	\$495.00	\$595.00	

Please send a PDF of the insert to: orders@mymediamate.com
for content approval prior to shipping actual materials.

MassWeb Printing
314 Washington Street
Auburn, MA 01501
Attn: Bryant Archway Inserts

Inserts must arrive at the above address 2 weeks prior to run date.



Classified Advertising

Package	Rate
50 (qty) words	\$40.00

Classified Discounts

- Run in all issues in a given semester and receive 10% off.
- Run in all issues in a given academic year and receive 15% off.





Basic Creative Requirements

- PDF with all fonts embedded
- EPS file with all fonts embedded
- All images should be 200-300dpi
- Color images must be in CMYK format
- Black and white images must be in grayscale

Publication Schedule

Fall 2011

September 16 - Back to School Issue
September 23 - Homecoming Issue
September 30
October 14 - Parents and Family Weekend Issue
October 21
October 28
November 4
November 11
November 18
December 2

Spring 2012

February 3
February 10
February 17
February 24
March 2
SPRING BREAK
March 23 - Career Fair Issue *
March 30
April 13
April 20
April 27 - Graduation Issue

Academic Calendar:

<http://www.bryant.edu/wps/wcm/connect/Bryant/Divisions/Academic%20Affairs/Records%20and%20Registration/Academic%20Calendar>

* Denotes Tentative Special Issue

Deadline & Contact Information

Space and material deadline for display advertising is 7 business days prior to run date.

Please note: Our deadline is 7 business days, not 7 weekdays. For example, if your ad is running on Friday September 25th, your artwork and space reservation is due Wednesday, September 16th.

The Archway 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 your contact information for The Archway to the below to ensure all correspondence and ad materials are received.

Payments should be made out to MediaMate and mailed to: MediaMate, LLC, 200 Brickstone Sq., Suite 505 Andover, MA 01810 or to pay by credit card call MediaMate at 888.897.7711. Accepted card types are Visa, Mastercard, Discover, and Amex.

All information subject to change at anytime.



MediaMate, LLC
200 Brickstone Sq., Suite 505
Andover, MA 01810
P 888.897.7711
F 978.231.0300
E orders@mymediamate.com
www.mymediamate.com