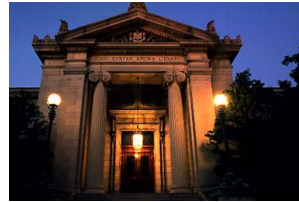
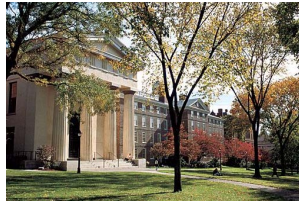


# THE BROWN DAILY HERALD

NATIONAL & REGIONAL ADVERTISING MEDIA KIT 2011-2012



BROWN

# THE BROWN DAILY HERALD

NATIONAL & REGIONAL MEDIA KIT 2011-2012

## ABOUT

Founded in 1764, Brown University is the seventh-oldest college in the country. Brown is one of eight Ivy League institutions and consists of over 8,000 students. Undergraduate and graduate students have over 70 programs and concentrations to choose from at several academic schools including: The College, Graduate School, Alpert Medical School, and the School of Engineering. Brown was the first Ivy League school to accept students from all religious affiliations, and was named by the 2010 Princeton Review as the #1 College in America for Happiest Students. Students come from all 50 states and more than 100 countries. With an annual tuition and fees of over \$54,000 per student, Brown is one of the most affluent markets in New England.

Established in 1866 and published daily since 1891, The Brown Daily Herald is the second-oldest student newspaper among America's college dailies. The Herald is managed by a board of trustees of which two editorial staffers, two business staffers and five Herald alumni are members. It is financially and editorially independent of the University, and publishes Monday through Friday during the academic year with additional issues during commencement, and orientation. The Princeton Review ranked the Brown Daily Herald as the #4 College Newspaper for 2011.

Advertising opportunities for the 2011-2012 academic year include: display advertising, color advertising, online advertising, inserts, classifieds, and participation in one our many special issues.



## SCHOOL INFORMATION

Frequency:	Daily
Days Published:	Monday - Friday
Circulation:	4,000
Readership:	8,500
Summer Issues:	No
4 Column Ads Accepted:	Yes
School Enrollment:	8,574
School Location:	Providence, RI
Metro Area:	Providence, RI
Format:	5 Column Tabloid
Full Page Size:	5 col (9.88") W x 15.75" H
Column Widths:	1) 1.75" 2) 3.69" 3) 5.88" 4) 7.88" 5) 9.88"
School Type:	4-year Private
Highest Degree:	Doctorate
10-11 Tuition:	\$40,820
Estimated Student Expenses:	\$54,370
Most Popular Bachelors Degree(s):	Social Sciences
Most Popular Graduate Degree(s):	Education and Computer Sciences
Most Popular Doctorate Degree(s):	Health Professions
Male/Female Ratio:	47% M / 53% F
On Campus Housing Y/N:	Yes
Graduation Rate:	95%
Ethnicity:	Percentage
White:	47%
Black:	5%
Hispanic:	9%
Asian/Pacific Islander:	15%
American Indian:	0%
Unknown/Other:	11%
Non-resident/alien:	9%

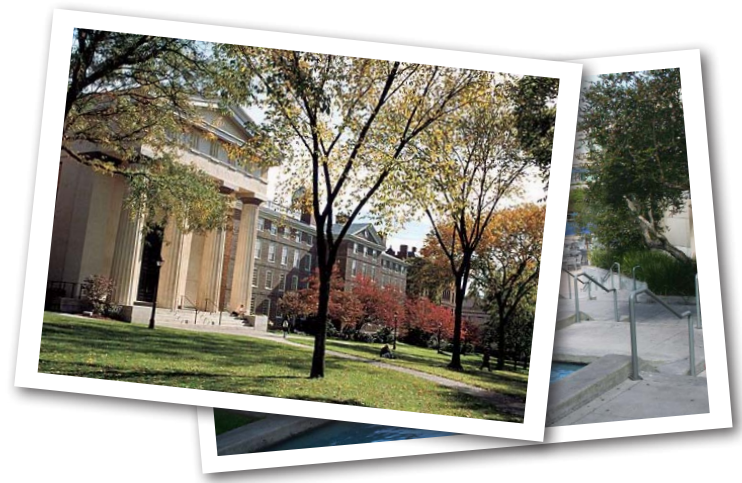
## DISPLAY ADVERTISING

Description: National/Open Rate  
 PCI Rate: \$20.00

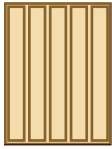
### Color Rates\*

Description: CMYK (Process, 4-color) Per Spot Color  
 Rate: \$325.00 \$175.00

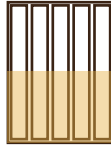
\*Color not available on Thursdays



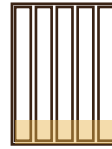
### Modular Sizes and Rates (Black & White)



Full Page  
 5 col (9.88") x 15.75"  
 \$1,575.00



Half Page Horizontal  
 5 col (9.88") x 7.75"  
 \$775.00



Quarter Page Horizontal  
 5 col (9.88") x 4.0"  
 \$400.00



Quarter Page Vertical  
 3 col (5.88") x 7.75"  
 \$465.00

### Premium Display Space and Sizes\*

(Black & white unless otherwise noted)

Description	Size (W x H)	Rate
Back Page Banner (color included)	5 col (9.88") x 1.5"	\$575.00
Back Page	5 col (9.88") x 15.75"	\$1,750.00
Page 3 or Inside Cover	5 col (9.88") x 15.75"	\$1,675.00
Double Truck (Inside Spread)	10 col (19.76") x 15.75"	\$2,850.00

\*All premium display subject to availability

### Size Restrictions

- Minimum size of 10 column inches.
- Ads more than 14.0" in height will be billed at the full page height of 15.75".

## DISPLAY ADVERTISING DISCOUNTS\*\*

### Frequency Discounts

Min Insertions:	3	6	12	20	30
Max Insertions:	5	11	19	29	+
% Discount:	5%	10%	15%	20%	25%

### Bulk Contracts

Column Inches:	1,000	2,000	3,000
PCI Rate:	\$18.00	\$17.00	\$16.00

\*\*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.



BROWN

## INSERT QUANTITIES AND RATES

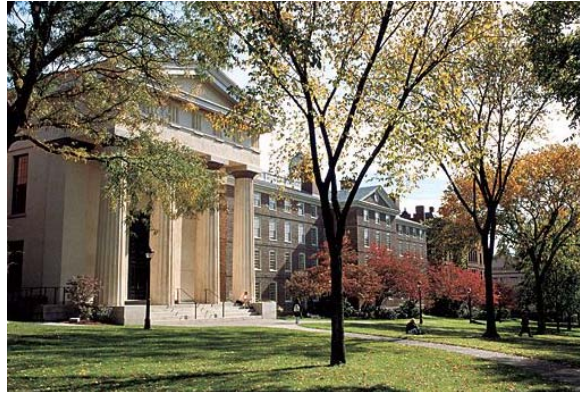
Min Pages:	1	4
Max Pages:	2	12
Flat Rate:	\$800.00	\$825.00
Min Quantity:	4,000	
Max Quantity:	4,000	
Min Size:	3.0" x 5.0"	
Max Size:	8.5" x 11.0"	

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

TCI Press

Attn: Keith Scott / Brown Daily Herald Inserts  
21 Industrial Court  
Seekonk, MA 02771

Inserts must arrive at above address 1 week prior to run date.  
Please include run date(s) on boxes and shipping label.



## ONLINE & NEWSLETTER ADVERTISING

### Online Rates

Size (In Pixels)	Rate Per Month
Leaderboard 728 x 90	\$1,750.00
Rectangle, 300 x 250	\$1,500.00

### Online Discounts

- Run an online ad for one month in addition to a display ad and receive 10% off the online advertising invoice.
- Run 3 months or more and receive 15% off total online advertising invoice.

**Please Note: These discounts cannot be combined.**

<http://www.browndailyherald.com/>

### Email Newsletter Advertising Rates

Each day 3,000 newsletters are sent out via e-mail to subscribers of [www.browndailyherald.com](http://www.browndailyherald.com). Newsletter advertising includes a 468 x 60 banner ad included within the body of the e-mail.

Size (In Pixels)	Rate Per Month
468 x 60	\$1,500.00

## CLASSIFIED ADVERTISING

Package:	Rate
30 (qty) words	\$40.00
50 (qty) words	\$50.00

### 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.

**Please Note: These discounts cannot be combined.**

## BASIC CREATIVE REQUIREMENTS

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

# PUBLICATION SCHEDULE

## FALL QUARTER

### September 2011

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

### October 2011

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/31	24/31	25	26	27	28	29

### November 2011

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

### December 2011

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## WINTER QUARTER

### January 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### February 2012

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

### March 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## SPRING QUARTER

### April 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

○ Denotes Special Issue

### May 2012

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## Academic Calendar

<http://www.brown.edu/Administration/Registrar/calendar.html>



## DEADLINE AND CONTACT INFORMATION

Space and material deadline for display advertising is 3 business days prior to run date.

Please note: Our deadline is 3 business days, not 3 weekdays. For example, if your ad is running on Thursday, February 11th, your artwork and space reservation is due Monday, February 8th.

The Brown Daily Herald 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 Brown Daily Herald 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.

## Special Issues

- September 6 - Orientation Issue
- September 7- Back to School Issue
- September 20 - Fall Career Fair Issue
- October 12 - Fall Graduate School Issue\*
- October 14- Family Weekend Guide\*\*
- December 2- Holiday Gift Guide
- February 16 - Spring Career Fair Issue\*
- April 19 - Spring Weekend \*\*
- May 25 - Commencement \*\*\* Deadline is May 4th, 2012

\* Tentative Special Issue

\*\* Special Magazine printed along with issue. Call for sizing & deadlines

\*\*\* Commencement is a magazine format. Call for sizing & deadlines