

FLYER NEWS

THE UNIVERSITY OF DAYTON NATIONAL & REGIONAL ADVERTISING MEDIA KIT 2011-2012

The University of Dayton is one of the nation's leading Catholic universities. Located in southwest Ohio, the University of Dayton offers over 70 majors for undergraduate students to choose from including biology, marketing, engineering and education. The University of Dayton also offers a variety of graduate programs including business administration and management, education and communication.

The Flyer News is the student-run newspaper that serves the community at the University of Dayton. Printing 5,000 copies twice weekly, The Flyer News covers campus life, arts, sports and news. Advertising opportunities for the 2011-2012 academic year include display advertising, classified advertising, online advertising and inserts.



GENERAL INFORMATION

<i>Frequency:</i>	2x Weekly
<i>Days Published:</i>	Tuesday, Friday
<i>Circulation:</i>	5,000
<i>Readership:</i>	10,500
<i>School Location:</i>	Dayton, OH
<i>Metro Area:</i>	Dayton/Springfield OH
<i>School Enrollment</i>	11,000
<i>Format:</i>	5 Column Tabloid
<i>Full Page Size:</i>	10.06" W x 12.13" H
<i>Column Widths:</i>	1) 1.88" 2) 3.94" 3) 6.00" 4) 8.06" 5) 10.06"

DEMOGRAPHICS

<i>School Type:</i>	4-Year Private
<i>Highest Degree:</i>	Doctorate
<i>10-11 In-State Tuition:</i>	\$29,930
<i>10-11 In-State Student Expenses:</i>	\$41,090
<i>Most Popular Bachelor's Degree(s):</i>	Mechanical Engineering
<i>Most Popular Doctorate Degree(s):</i>	Law
<i>Male/Female Ratio:</i>	51% / 49%
<i>On Campus Housing:</i>	Yes
<i>Graduation Rate:</i>	78%
<i>Ethnicity Percentage</i>	
<i>White:</i>	84%
<i>Black:</i>	3%
<i>Hispanic:</i>	2%
<i>Asian/Pacific Islander:</i>	1%
<i>American Indian:</i>	0%
<i>Unknown/Other:</i>	2%
<i>Non-Resident/Alien:</i>	6%

DISPLAY ADVERTISING

Column Inch Rates (Black & White)

<i>Description:</i>	National/Open Rate
<i>PCI Rate:</i>	\$15.75

Modular Size and Rates (Black & White)

<i>Description</i>	<i>Size (W x H)</i>	<i>Rate</i>
<i>Full Page</i>	5 col (10.06") W x 12.13" H	\$910.00
<i>Half Page (H)</i>	5 col (10.06") W x 6.06" H	\$455.00
<i>Half Page (V)</i>	2.5 col (5.03") W x 12.13" H	\$455.00
<i>Quarter Page (V)</i>	2.5 col (5.03") W x 6.06" H	\$227.00
<i>Quarter Page (H)</i>	5 col (10.06) W x 3.04" H	\$227.00

Premium Space & Special Sizes*

(Rates are black and white unless otherwise noted)

<i>Description</i>	<i>Size (W x H)</i>	<i>Rate</i>
<i>Back Page Full Color Bottom Banner Ad*</i>	5 col (10.06") W x 2.0" H	\$500.00
<i>Page 3 or Inside Cover Full Page Ad*</i>	5 col (10.06") W x 12.13" H	\$1,025.00
<i>Double Truck (Inside Spread)*</i>	10 col (21.13") W x 12.13" H	\$1,595.00

*Space is subject to availability

Color Rates

<i>Description</i>	<i>Rate</i>
<i>Full Color- CMYK</i>	\$250.00
<i>Spot Color</i>	\$75.00 (per color)

Size Restrictions

- Minimum size to place an ad: 10 column inches.
- Ads more than 11.0" in height will be billed at the full page height of 13.0".



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DISPLAY ADVERTISING DISCOUNTS

Frequency Discounts*

Min Insertions:	2	5	8	12
Max Insertions:	4	7	11	+
% Discount:	5%	10%	15%	20%

Bulk Contracts*

Column Inches:	500	750
PCI Rate:	\$13.75	\$12.75

*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.

CLASSIFIED ADVERTISING

Package	Price
30 (qty) words	\$30.00
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.

ONLINE ADVERTISING

Size (Pixels)	Rate Per Month
Top Leaderboard (728 x 90)	\$650
Bottom Leaderboard (728 x 90)	\$600
Square (250 x 250)	\$400
Article Banner (160 x 300)	\$350

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.

Note: These discounts cannot be combined.

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

INSERT QUANTITIES & RATES

Flat Rate (1-2 Pages):	\$550.00 (per 5,000 copies)
Flat Rate (4-12 Pages):	\$650.00 (per 5,000 copies)
Min Size:	4.0" x 6.0"
Max Size:	8.5" x 11"

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

Insert materials must be shipped directly to:

Flyer News
Attn: Dallas Callahan
1455 W. Main Street
Tipp City, OH 45371

Please include run date(s) and publication names on boxes
and shipping label. Inserts must arrive at above address a
minimum of one week prior to run date.



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PUBLICATION SCHEDULE

Fall 2011

August: 26 - Back to School Issue, 30

September: 2, 9, 13, 16 - Fall Career Fair Issue, 23, 27, 30

October: 14, 18, 21, 25

November: 4, 11, 15, 18

December: 2, 6, 9

Spring 2012

January: 20, 24, 27, 31

February: 3, 10, 14, 17, 21, 24, SPRING BREAK

March: 9, 13, 16 - Spring Career Fair Issue, 23, 27, 30

April: 13, 17, 20, 24 - Commencement Issue

Academic Calendar

https://registrar.udayton.edu/academiccalendar_2011_12.asp

BASIC CREATIVE REQUIREMENTS

- PDF with all fonts embedded
- 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

DEADLINE & CONTACT INFORMATION

Space and material deadline for display advertising is 5 business days prior to run date.

Please note: Our deadline is 5 business days, not 5 weekdays. For example, if your ad is running on Tuesday, September 13th, your artwork and space reservation is due Tuesday, September 6th.

Flyer News has hired MediaMate to be its exclusive national and regional 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 Flyer News 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 any time.

MEDIA/MATE

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