

THE HAWKS' HERALD

The student newspaper of Roger Williams University

NATIONAL & REGIONAL ADVERTISING MEDIA KIT 2011-2012

Boasting breath-taking views of New England's coastline, Roger Williams University overlooks Mount Hope Bay from historic Bristol, Rhode Island. Situated on 140 acres and close to Providence, Boston and New York City, it is the ideal campus location. Roger Williams University offers 40 majors, five professional schools and real-world internship opportunities.

The Hawks' Herald is the student-run newspaper at Roger Williams University. With 1,500 copies published each week, the Hawks' Herald reaches nearly 5,000 students. Advertising opportunities for the 2011-2012 academic year include display advertising, color advertising, premium placement and classified advertising.

GENERAL INFORMATION

<i>Frequency:</i>	Weekly
<i>Days Published:</i>	Thursday
<i>Circulation:</i>	1,500
<i>Readership:</i>	3,600
<i>Summer Issues:</i>	No
<i>School Location:</i>	Bristol, RI
<i>Metro Area:</i>	Providence
<i>School Enrollment</i>	4,587
<i>Format:</i>	Broadsheet
<i>3 Column Ads Accepted:</i>	Yes
<i>Full Page Size:</i>	5 col (10.0") W x 20.7" H
<i>Column Widths:</i>	1) 1.88" 2) 3.88" 3) 5.94" 4) 8.0" 5) 10.0"

DEMOGRAPHICS

<i>School Type:</i>	4-year, Private
<i>Highest Degree:</i>	Master's
<i>10-11 Tuition:</i>	\$29,718
<i>10-11 Student Expenses:</i>	\$36,748-\$45,320
<i>Most Popular Bachelor Degree(s):</i>	Business
<i>Most Popular Master Degree(s):</i>	Architecture
<i>Male/Female Ratio:</i>	51% Male / 49% Female
<i>On Campus Housing:</i>	Yes
<i>Graduation Rate:</i>	61%
<i>Ethnicity</i>	<i>Percentage</i>
<i>White:</i>	72%
<i>Black:</i>	1%
<i>Hispanic:</i>	3%
<i>Asian/Pacific Islander:</i>	1%
<i>American Indian:</i>	0%
<i>Unknown/Other:</i>	19%
<i>Non-resident/alien:</i>	3%

Please Note: Hawks' Herald does not accept online advertising

DISPLAY ADVERTISING

Column Inch Rates: (Black & White)

<i>Description:</i>	National/Open Rate
<i>PCI Rate:</i>	\$6.80

Color Rates:

<i>Description:</i>	<i>Rate:</i>
<i>CMYK (Process, 4-Color)*</i>	\$250.00

**Subject to availability*

Modular Size and Rates (Black & White)

<i>Description</i>	<i>Size (W x H)</i>	<i>Rate</i>
<i>Full Page</i>	5 col (10.0") W x 20.7" H	\$550.00
<i>Half Page (H)</i>	5 col (10.0") W x 10.35" H	\$300.00
<i>Half Page (V)</i>	2.5 col (5.0") W x 20.7" H	\$300.00
<i>Quarter Page (V)</i>	2.5 col (5.0") W x 10.35" H	\$176.00
<i>Quarter Page (H)</i>	5 col (10.0") W x 5.18" H	\$176.00



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DISPLAY ADVERTISING (CONT.)

Premium Space & Special Sizes *(rates are black and white unless otherwise noted)*

Description	Size (W x H)	Rate
Double Truck (Inside Spread)	10 col (21.0") W x 20.7" H	\$950.00*
Page 3 or Inside Cover, (B&W) Full Page Ad	5 col (10.0") W x 20.7" H	\$625.00*
Back Page, Full Color Ad	5 col (10.0") W x 20.7" H	\$985.00*

*All premium display advertising is subject to availability.

Size Restrictions

- Minimum size to place an ad: 10 column inches.
- Ads more than 18.0" in height will be billed at the full page height of 20.7".

DISPLAY ADVERTISING DISCOUNTS

Frequency Discounts*

Min Insertions:	3	6	10	15
Max Insertions:	5	9	14	+
% Discount:	5%	10%	15%	20%

Bulk Contracts*

Column Inches:	500	1,000
PCI Rate:	\$6.00	\$5.50

*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.



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CLASSIFIED ADVERTISING

Classified Rates

Package: 50 words

Rate: \$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 200-300 dpi
- Color images must be in CMYK format
- Black and white images must be in grayscale



PUBLICATION SCHEDULE

Fall 2011

September 15 - Back to School Issue, 22, 29
October 14*, 20 - Graduate School Focus Issue
November 3, 10, 17
December 1, 8

Spring 2012

February 9, 16, 23
March 1, SPRING BREAK, 29
April 9**, 12, 19, 27*
May 3 - Graduation Issue

*Indicates Friday publication

**Indicates Monday publication

Academic Calendar

<http://www.rwu.edu/about/administration/registrar/calendar/>

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 Wednesday, October 28th, your artwork and space reservation is due Monday, October 19th.

The Hawks' 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 Hawks' 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.

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