

The Middlebury Campus

Middlebury College National Advertising Media Kit 2011-2012

About Middlebury

Middlebury College is located in Vermont's Champlain Valley and enrolls 2,500 students. One of the top liberal arts schools in the country, Middlebury is well-known for its prestigious reputation and excellence in language, study abroad and environmental programs. During the summer, the college is home to the nationally recognized Bread Loaf School of English.

The Middlebury Campus is the weekly student newspaper of Middlebury College and has been in continuous production since January 1905. The paper regularly covers campus and local news, opinions, features, arts, and sports. We invite you to partake in one of The Campus's many advertising opportunities as a means to reach the highly sought-after, prestigious student demographic at Middlebury.

General Information

Frequency:	Weekly
Days Published:	Thursday
Circulation:	2,500
Readership:	2,500
School Location:	Middlebury, VT
Metro Area:	Burlington, VT
Enrollment	2,482
Format:	5-Column Tabloid
Full Page Size:	10.0" x 15.5"
Column Widths:	1) 1.88" 2) 3.88" 3) 5.94" 4) 7.94" 5) 10.0"

Please Note: The Middlebury Campus does not accept color advertising or inserts.

Demographics

School Type:	4-Year Private
Highest Degree:	Doctorate
2010-2011 Tuition:	\$52,150
Estimated Student Expenses:	\$55,400
Most Popular Bachelor Degrees:	Social Sciences
Most Popular Bachelor Degrees:	Foreign Languages/Linguistics
Male/Female Ratio:	49% / 51%
On Campus Housing:	Yes
Graduation Rate:	92%
Ethnicity (Undergraduate):	Percentage
White:	64%
Black:	4%
Hispanic:	5%
Asian/Pacific Islander:	9%
American Indian:	0%
Unknown/Other:	6%
Non - Resident Alien:	11%

Display Advertising

Column Inch Rates (Black & White)

Description:	National/Open Rate
PCI Rate:	\$10.25

Modular Rates (Black & White)

Description:	Size (W" x H")	Rate
Full Page	5 col (10.0") x 15.50"	\$700.00
Half Page Vertical	2.5 col (5.0") x 15.50"	\$370.00
Half Page Horizontal	5 col (10.0") x 7.75"	\$365.00
Quarter Page Vertical	2.5 col (5.0") x 7.75"	\$195.00
Quarter Page Horizontal	5 col (10.0") x 3.88"	\$195.00

Size Restrictions:

- The minimum display ad size accepted is 10 column inches.
- Display ads more than 12 inches in height will be billed at the full page height of 15.5 inches.



Display Advertising Discounts

Frequency Discounts

Min Insertions:	2	4	8	12
Max Insertions:	3	7	11	+
% Discount:	5%	10%	15%	20%

Bulk Contracts

Column Inches:	500	1000
PCI Rate:	\$8.65	\$7.80



Classified Advertising

<u>Package</u>	<u>Rate</u>
30 (qty) words	\$30.00
50 (qty) words	\$45.00

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
- Black and white images must be in grayscale



Online Advertising

<u>Size (in pixels)</u>	<u>Rate (per month)</u>
Large Rectangle, 300 x 250	\$850.00
Vertical Banner, 120 x 240	\$600.00
Horizontal Banner, 468 x 60	\$600.00

Online Discounts

- Run an online ad for one month in addition to a display ad and receive 15% off the online advertising invoice.
- Run 3 months or more and receive 20% off the total online advertising invoice.

Please Note: These discounts cannot be combined.

<http://middcampus.com/>



Publication Dates

Fall 2011

September	15 - Welcome Back Issue, 22, 29
October	6, 13, 20
November	3, 10, 17
December	1, 8

Spring 2012

January	19, 26
February	16, 23
March	1, 8, 15, 22
April	5, 12, 19, 26
May	3, 10 - Graduation Issue

Academic Calendar:

http://www.middlebury.edu/middlebury_google_custom_search/go/academic%20calendar



Deadline and 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 Thursday, October 29th, your artwork and space reservation is due Tuesday, October 20th.

*The Middlebury Campus 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 Middlebury Campus 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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