



About Case Western Reserve University:

Case Western Reserve University was formed in 1967 as the merger of Case Institute of Technology and Western Reserve University. Today it is regarded as one of the top research universities in the country. With over 2,500 degrees offered, Case Western Reserve University consistently ranks as one of the best national universities according to U.S. News & World Report Rankings. The University also features top graduate programs including business, engineering, law, medicine, nursing, and social work.

Established in 1968 by the undergraduate students of Case Western Reserve University, The Observer is an award-winning newspaper with a circulation of 5,000. As a weekly newspaper, The Observer strives to represent the student body by providing coverage on the latest news happenings, concerts, entertainment reviews, and sporting events. Advertising opportunities for the 2011-2012 year include: display advertising, color advertising, premium placement, free-standing inserts, and participation in our special issues.

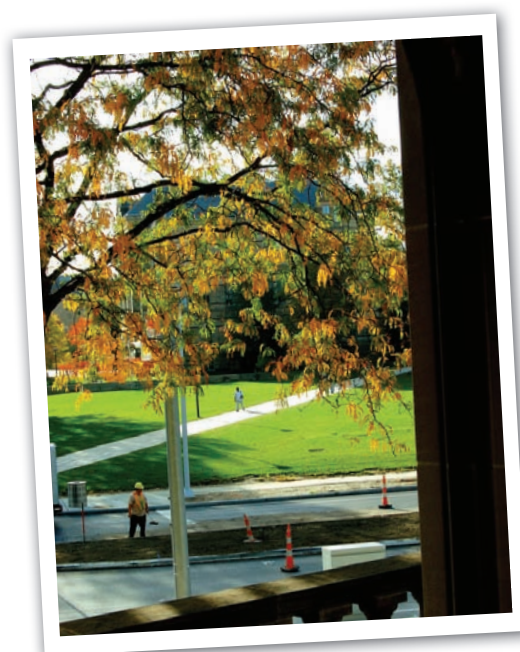
General Information:

<i>Frequency:</i>	Weekly	<i>Full Page Size:</i>	4 col (10.0") x 15.75"
<i>Days Published:</i>	Fridays	<i>3 Column Ads Accepted:</i>	No
<i>Circulation:</i>	5,000	<i>Summer Issues:</i>	No
<i>Readership:</i>	9,700	<i>Column Widths:</i>	
<i>School Location:</i>	Cleveland, OH	1)	2.38"
<i>Metro Area:</i>	Cleveland, OH	2)	5.0"
<i>School Enrollment:</i>	9,738	3)	7.5"
<i>Format:</i>	4 col. tabloid	4)	10.0"

Please note: The Observer does not accept classified or online advertising.

Demographics:

<i>School Type:</i>	4-year, Private
<i>Highest Degree:</i>	Doctorate
<i>2010-2011 Tuition:</i>	\$37,648
<i>Estimated Student Expenses:</i>	\$52,073
<i>Most Popular Bachelor Degree(s):</i>	Engineering
<i>Most Popular Master Degree(s):</i>	Business
<i>Male/Female Ratio:</i>	56% Male / 44% Female
<i>On Campus Housing:</i>	Yes
<i>Graduation Rate:</i>	81%
<i>Ethnicity</i>	Percentage
<i>White:</i>	55%
<i>Black:</i>	5%
<i>Hispanic:</i>	3%
<i>Asian / Pacific Islander:</i>	16%
<i>American Indian:</i>	0%
<i>Unknown / Other:</i>	15%
<i>Non-resident/alien:</i>	5%





Display Advertising:

Column Inch Rates

<i>Description:</i>	National/Open Rate
<i>PCI Rate:</i>	\$12.75

Modular Size and Rates (Black and White)

Description:	Size (W" x H")	Rate
<i>Full Page</i>	4 col (10.0") x 15.75"	\$795.00
<i>Half Page Horizontal</i>	4 col (10.0") x 7.88"	\$395.00
<i>Half Page Vertical</i>	2 col (5.0") x 15.75"	\$385.00
<i>Quarter Page Vertical</i>	2 col (5.0") x 8.0"	\$204.00
<i>Quarter Page Horizontal</i>	4 col (10.0") x 3.94"	\$204.00

Premium Space and Special Sizes (Black and White)*

Description:	Size (W" x H")	Rate
<i>Page 3 or Inside Cover Full Page Ad</i>	4 col (10.0") x 15.75"	\$895.00
<i>Double Truck (Inside Spread, Full Color)</i>	8 col (20.0") x 15.75"	\$2,000.00
<i>Crossword Sponsorship</i>	6.0" x 3.0"	\$75.00

*subject to availability

Color Rates

<i>Description:</i>	Full Color- CMYK
<i>Rate:</i>	\$ 395.00

Display Advertising Discounts:

Frequency Discounts*

<i>Min Insertions:</i>	2	4	8	
<i>Max Insertions:</i>	3	7	14	15+
<i>% Discount:</i>	5%	10%	15%	20%

Bulk Contracts*

<i>Column Inches:</i>	250	500
<i>PCI Rate:</i>	\$11.50	\$10.50

*The 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.

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 15.75 inches.





National & Regional Advertising Media Kit 2011 - 2012

Insert Quantities & Rates:

Min/Max Quantity	Min/Max Pages	Flat Rate
5,000	1 - 2	\$550.00
5,000	4 - 24	\$600.00

Minimum Size: 3.0" W x 5.0" H
Maximum Size: 8.5" W x 11.0" H

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 the address below:

PM Graphics
10170 Philipp Parkway
Streetsboro, Ohio 44241
Attn: Case Wester Observer Inserts + Run Date

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

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

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

The Observer 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 Observer 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.

Publication Schedule:

Fall 2011

August: 19 - Freshman Welcome Issue*

September: 2 - Back to School Issue, 9, 16, 23,
30 - Fall Career Fair Issue**

October: 7, 14, 21

November: 4, 11, 18

December: 2

Spring 2012

January: 27

February: 3, 10 - Spring Career Fair Issue**,
17, 24

March: 2, 9, SPRING BREAK, 23, 30

April: 6, 13, 20, 27 - Graduation Issue

* Freshman Welcome Issue will be distributed to incoming freshman and has a circulation of 6,000

** Denotes Tentative Special Issue

Academic Calendar:

<http://www.case.edu/provost/registrar/calendars/5year.html>

