

The Phoenix is published weekly every Thursday morning during the academic year, except during vacation periods and exams. Each issue is 20-24 pages and covers news, sports, living & arts and opinions. A magazine-style tabloid, The Phoenix is well-known for its tradition of producing unique, modern covers combined with exceptionally high standards of writing and reporting. An archive of covers can be viewed at the paper's website at <http://phoenix.swarthmore.edu/archive>.

Swarthmore is a top liberal arts college in suburban Philadelphia. The college has been recognized for years as one of the top institutions of its type in the country (U.S. News & World Report). Its students, representing most of the fifty states and 35 foreign countries, are socially concerned, highly educated and unusually motivated, preparing for challenging careers with high earning potential. Please see below for various advertising opportunities in The Phoenix to reach this highly sought population of students at Swarthmore.

THE PHOENIX

Swarthmore College National & Regional Advertising Media Kit 2011-2012

School Information

Frequency:	Weekly	School Type:	4-Year Private
Days Published:	Thursdays	Highest Degree:	Bachelor
Circulation:	1,900	10-11 Tuition:	\$39,600
Readership:	1,900	10-11 Student Expenses:	\$54,153
School Location:	Swarthmore, PA	Male/Female Ratio:	48% M/52% F
Metro Area:	Philadelphia, PA	On Campus Housing:	Yes
School Enrollment:	1,525	Graduation Rate:	93%
Format:	5 Column Tabloid	Most Popular Degree(s):	Social Sciences, Biology
Full Page Size:	9.94" W x 12.25" H	Ethnicity	Percentage
Column Widths:	1) 1.84" 2) 3.88" 3) 5.88" 4) 7.91" 5) 9.94"	White:	45%
		Black:	10%
		Hispanic:	11%
		Asian/Pacific Islander:	16%
		American Indian:	1%
		Race Unknown:	11%
		Non-Resident Alien:	7%

Please note: The Phoenix does not accept classified advertising.

Display Advertising

Column Inch Rates (Black & White)

Description:	National/Open Rate
PCI Rate:	\$10.90

Modular Size and Rates (Black & White)

Description	Size	Rate
Back Page	5 col (9.94") W x 12.25" H	\$825.00
Full Page	5 col (9.94") W x 12.25" H	\$625.00
Half Page (H)	5 col (9.94") W x 6.13" H	\$312.50
Quarter Page (V)	2.5 col (4.88") W x 6.13" H	\$166.91
Quarter Page (H)	5 col (9.94") W x 3.06" H	\$166.77

Color Rates

Description:	One Spot Color	CMYK (Process, 4-color)
Rate:	\$140.00	\$345.00

Size Restrictions

- Minimum size to place an ad: 10 column inches
- Ads more than 10.0" in height will be billed at the full page height of 12.25"



THE SWARTHMORE PHOENIX



Display Advertising Discounts

Frequency Discounts*

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

Bulk Contracts*

Column Inches:	500	1000
PCI Rate:	\$9.25	\$8.25

*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.

Online Advertising

Online Sizes and Rates

Size (In Pixels)	Rate Per Month
Rectangle, 300 x 250	\$425.00
Skyscraper, 120 x 600	\$400.00
Small Vertical Banner, 120 x 240	\$325.00
Small Horizontal Banner, 468 x 60	\$325.00
Text Links, 468 x 15	\$200.00
Text Links, 120 x 90	\$225.00

Online Advertising 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 total online advertising invoice.

Please Note: These discounts cannot be combined.

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

Insert Quantities & Rates

Flat Rate 1-15 Pages:	\$494.00 (per 1,900 copies)
Flat Rate 16-23 Pages:	\$522.50 (per 1,900 copies)
Flat Rate 24-48 Pages*:	\$551.00 (per 1,900 copies)
Minimum Size:	(8.5") W x 11.0"H
Maximum Size:	(10.5") W x 13.0"H

*24 Pages or more; please call or send samples to ensure inserts can be accommodated

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:

Bartash Printing, Inc.
 Attn: Swarthmore College
 5400 Grays Avenue
 Philadelphia, PA 19143
 Phone: 215.724.1700

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

Deadline & Contact Info

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 Phoenix 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 Phoenix 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.

MediaMate, LLC
200 Brickstone Sq., Suite 505
Andover, MA 01810
P 888.897.7711
F 978.231.0300
E orders@mymediamate.com
www.mymediamate.com



Basic Creative Requirements

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

Fall 2011

August 25 - Orientation / Move-in Special

September 1, 8, 15, 22, 29

October 6, 20, 27 - Fall Recruiting Consortium Special

November 3, 10 - Graduate School Special , 17

December 1

Spring 2012

January 19, 26

February 2 - Gov't. & Non-Profit Career Expo, 9, 16, 23

March 1, SPRING BREAK, 15, 22, 29

April 5, 12, 19, 26 - Graduation Issue

All special issues are tentative

Academic Calender:

<http://www.swarthmore.edu/academiccalendar.xml>

Publication Schedule

