

# The Temple News

## NATIONAL & REGIONAL ADVERTISING MEDIA KIT

2011-2012

### ABOUT US

Temple University, located in Philadelphia PA, was founded in 1884 and is currently the 27th largest university in the United States. With an enrollment of over 36,000, students can choose from 320 academic programs, ranging from associates to doctoral degrees. Temple has continually been ranked one of the most diverse universities by the Princeton Review's Best Colleges list.

The Temple News, the weekly student-run newspaper at Temple University, is published on Tuesdays throughout the academic school year. With a readership of 18,000 the paper serves the students, faculty, staff, alumni and the surrounding community. Advertising opportunities for the 2011-2012 school year include, display advertising, color advertising, free-standing inserts, premium placement, special issues, and online advertising on the paper's online version at <http://temple-news.com/>.

### DEMOGRAPHICS

School Type:	4-year Public
Highest Degree:	Doctorate
2010-2011 In-State Tuition:	\$22,252
2010-2011 Student Expenses:	\$28,404
Most Popular Bachelor's Degree(s):	Business
Most Popular Graduate Degree(s):	Business & Health Professions
Male/Female Ratio:	47% M / 53% F
On Campus Housing:	Yes
Graduation Rate:	66%

Ethnicity	Percentage
White:	57%
Black:	16%
Hispanic:	4%
Asian/Pacific Islander:	10%
American Indian:	0%
Unknown/Other:	10%
Non-Resident Alien:	3%



### GENERAL INFORMATION

Frequency:	Weekly
Days Published:	Tuesday
Circulation:	5,000
Readership:	15,000
School Location:	Philadelphia, PA
Metro Area:	Philadelphia, PA
School Enrollment:	36,507
Format:	6 Column Broadsheet
Full Page Size:	6 col (11.5") W x 20.5" H
Column Widths:	1) 1.75" 2) 3.75" 3) 5.69" 4) 7.63" 5) 9.56" 6) 11.50"

### DISPLAY ADVERTISING

<u>Description</u>	<u>Rate</u>
National/Open Rate	\$10.15

### Modular Size and Rates (Black & White)

<u>Description</u>	<u>Size</u>	<u>Rate</u>
Full Page	6 col (11.50") W x 20.50" H	\$1,248.45
Half Page Horizontal	6 col (11.50") W x 10.25" H	\$624.23
Half Page Vertical	3 col (5.69) W x 20.50" H	\$624.23
Quarter Page Vertical	3 col (5.69") W x 10.25" H	\$312.11
Quarter Page Horizontal	6 col (11.50") W x 5.13" H	\$312.11

### Premium Placement Rates\*\*

<u>Description*</u>	<u>Size</u>	<u>Rate</u>
Inside Spread	12 col (24.13") W x 20.5" H	\$2,100.00
Full Back Page - Color	6 col (11.50") W x 20.50" H	\$1,800.00
Page 3/Inside Cover	6 col (11.50") W x 20.50" H	\$1,500.00
Front Page Banner	6 col (11.50") W x 2.00" H	\$650.00
(color included)		
Back Page Banner	6 col (11.50") W x 2.00" H	\$500.00
(color included)		

\*\*Placements are subject to availability

\*Rates are for black & white unless otherwise noted

### Color Rates

<u>Description</u>	<u>Rate</u>
CMYK (Process, 4-color)	\$375.00

### Size Restrictions

- Minimum size of 10 column inches
- Ads more than 18.0" in height will be billed at the full page height of 20.5"

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### DISPLAY ADVERTISING DISCOUNTS

#### Frequency Discounts\*

Min Insertions:	2	5	9	15
Max Insertions:	4	8	14	+
% Discount:	5%	10%	15%	20%

#### Bulk Contracts\*

Column Inches:	1000	1500
PCI Rate:	\$9.05	\$8.55

\*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.

### INSERT QUANTITIES & RATES\*

Min Pages:	1	4
Max Pages:	2	24
Flat Rate (per 5,000 copies):	\$600.00	\$700.00
Min Size:	4.0" W x 6.0" H (Must be card stock)	
Max Size:	11.0" x 12.0"	

### STICKY NOTE QUANTITIES & RATES\*

Min Size:	3.0" W x 3.0" H
Max Size:	3.0" W x 3.0" H
Flat Rate (per 5,000 copies):	\$600

\*Please send a PDF of the insert to: [orders@mymediamate.com](mailto:orders@mymediamate.com) for content approval prior to shipping actual materials.

Evergreen Printing & Publishing  
101 Haag Avenue  
Bellmawr NJ 08031  
Attn: Stephen Danifo

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

### CLASSIFIED ADVERTISING

Package	Rate
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 (in pixels)	Rate Per Month
Leaderboard (728 x 90)	\$1,100.00
Half Page Skyscraper (300 x 600)	\$950.00
Rectangle (300 x 250)	\$800.00

#### 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 total online advertising invoice.
- Note: These discounts cannot be combined.

[www.temple-news.com/](http://www.temple-news.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



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## **PUBLICATION DATES**

### **Fall 2011**

August: 30 - Back to School Issue

September: 6 - Football Issue\*, 13, 20 - Graduate Fair Issue\*,  
27 - Lunchies (Philadelphia Food) Issue\*

October: 4 - Fall Career Fair Issue, 11, 18,  
25 - Global/Study Abroad Issue\*

November: 1, 8 - Basketball Issue, 15, 29

December: 6

### **Spring 2012**

January: 17, 24, 31

February: 7, 14, 21 - Daytrip Guide Issue\*, 28

March: SPRING BREAK, 13- Spring Career Fair Issue\*, 20, 27

April: 3, 10, 17, 24 - Music Issue

May: 1 - Spring Graduation Issue

\*Denotes tentative special issues

Academic Calendar

<http://www.temple.edu/registrar/documents/calendars/>

## **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 Tuesday, March 26th, your artwork and space reservation is due Friday March 15th.

The Temple News has hired MediaMate to be its exclusive Ad Manager. Please be sure to update your contact information for The Temple News to the below to ensure all correspondence and ad materials are received.

Payments should be made out 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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200 Brickstone Sq., Suite 505  
Andover, MA 01810  
P 888.897.7711  
F 978.231.0300  
E [orders@mymediamate.com](mailto:orders@mymediamate.com)  
[www.mymediamate.com](http://www.mymediamate.com)

**MEDIA|MATE**