

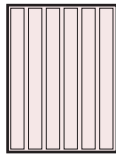
The Good 5¢ Cigar

NATIONAL ADVERTISING RATES 2011-2012

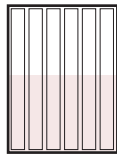
DISPLAY ADVERTISING

Description: National/Open Rate
PCI Rate: \$10.75

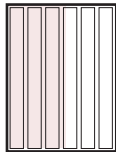
MODULAR SIZES & RATES



Full Page
 5 col (10.2") W x 15.4" H
 \$827.75



Half Page Horizontal
 5 col (10.2") W x 7.69" H
 \$413.88



Half Page Vertical
 2.5 col (5.1") W x 15.4" H
 \$413.88



Quarter Page Horizontal
 5 col (10.2") W x 3.85" H
 \$206.94



Quarter Page Vertical
 2.5 col (5.0") W x 7.69" H
 \$206.94

Color Rates:

CMYK (Process, 4-color): \$225.00

Spot Color: \$150.00

Size Restrictions

- Minimum size of 10 column inches.
- Ads more than 13.0" in height will be billed at the full page height of 15.4".

PREMIUM SPACE & SPECIAL SIZES*

Description:	Size W" x H"	Rate
Double Truck (<i>Inside Spread</i>)**	10 col (21.2") W x 15.4" H	\$1,400.00

*All Premium sizes are black and white. Color is additional.

** Subject to availability.

THE
 UNIVERSITY
 OF RHODE ISLAND

ABOUT US

URI first began as the state's agricultural school in 1888. Since then it has changed its name twice, first to Rhode Island State College in 1909 and finally to The University of Rhode Island in 1951. Currently, the university enrolls over 16,000 students and maintains four campuses; its main campus in Kingston, and three additional campuses in Narragansett, Providence, and West Greenwich. Today's students can choose from over 80 majors including business, nursing, pharmacy, and oceanography. While most URI students are Rhode Island natives, many students also attend from Massachusetts, Connecticut, New Jersey, and New York.

The Good 5¢ Cigar has been the student newspaper of URI since 1971. The paper is published four times a week, Tuesdays through Fridays, and covers campus news, opinions, arts and entertainment, and sports. Advertising opportunities for the 2011-2012 school year include display, classified and web advertising. New this year, The Good 5¢ Cigar will also be offering color advertisements as well as freestanding inserts.

SCHOOL INFORMATION

Frequency:	Daily
Days Published:	T, W, R, F
Circulation:	5,000
Readership:	12,500
School Enrollment:	16,389
School Location:	Kingston, RI
Metro Area:	Providence, RI / Boston, MA
Format:	5 Column Tabloid
Full Page Size:	5 col (10.2") W x 15.4" H
Column Widths:	1) 1.9" 2) 4.0" 3) 6.0" 4) 8.1" 5) 10.2"
School Type:	4-Year Public
Highest Degree:	Doctorate
2010-2011 In-State Tuition:	\$10,476
2010-2011 Student Expenses:	\$24,198-\$24,562
Most Popular Degrees(s):	Business, Health Professions (Nursing)
Male/Female Ratio:	45% / 55%
On Campus Housing Y/N:	Yes
Graduation Rate:	60%
Ethnicity:	Percentage
White:	70.7%
Black:	4.7%
Hispanic:	5.8%
Asian/Pacific Islander:	3.1%
American Indian:	0.1%
Unknown/Other:	15.3%
Non-Resident Alien:	0%

FREQUENCY DISCOUNTS*

MIN INSERTIONS	MAX INSERTIONS	% DISCOUNT
3	5	5%
6	10	10%
11	19	15%
20	+	20%

Bulk Contracts*

Column Inches: 1,000 2,000

PCI Rate: \$9.25 \$8.50

**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.*

INSERT QUANTITIES AND RATES

Min Size: 4.0" x 6.0"

Max Size: 8.5" x 11.0"

Min Pages:	1	4
Max Pages:	2	24
Rate (per 5,000 copies):	\$525.00	\$575.00

Please send a PDF of the insert to: orders@mymediamate.com
for content approval prior to shipping actual materials.

TCI Press
Attn: Keith Scott/Good 5¢ Cigar Inserts
21 Industrial Court
Seekonk, MA 02771

Please include run date(s) on boxes and shipping label.

Inserts must arrive at above address a minimum of 1 week
prior to run date.

CLASSIFIED ADVERTISING

Package	Rate
30 Words	\$30.00
50 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)
Rectangle, 300 x 250	\$500.00
Sm. Horizontal Banner, 468 x 60	\$350.00

Online Discounts

- Run an online ad for one month in addition to a display ad and receive 10% off the online advertising invoice.
- Run 3 months or more and receive 15% off total online advertising invoice.

Please Note: These discounts cannot be combined.

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

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



PUBLICATION SCHEDULE

FALL SEMESTER

September 2011

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October 2011

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

November 2011

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December 2011

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SPRING SEMESTER

January 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February 2012

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

March 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

○ Denotes Special Issue

Academic calendar:

<http://www.uri.edu/catalog/cataloghtml/calendar.html>

Special Issues*

Sept 8 - Back to School
 Sept 28 - Fall Grad Fair Preview
 Sept 30 - Fall Grad Fair Special
 Nov 3 - Fall Career Fair Special
 Nov 8 - Ski Preview
 Nov 16 - Nursing Fair Special

Nov 17 - Spring Break Special
 Feb 28 - Spring Grad School Special
 March 29 - Spring Career Fair Special
 April 27 - Graduation / Last Issue of the Year

*All Special Issues are tentative and subject to change.



DEADLINE & CONTACT INFORMATION

Space and material deadline for display advertising is 3 business days prior to run date.

Please note: Our deadline is 3 business days, not 3 days. For example, if your ad is running on Tuesday, November 13, your artwork and space reservation is due Thursday, November 8.

The Good 5¢ Cigar 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 Good 5¢ Cigar 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.

Media Mate
 200 Brickstone Sq., Suite 505
 Andover, MA 01810
 P 888.897.7711
 F 978.231.0300

E orders@mymediamate.com

www.mymediamate.com