

THE VERMONT CYNIC

NATIONAL ADVERTISING MEDIA KIT 2011-2012



ABOUT

The University of Vermont (UVM) is Vermont's largest university, with an enrollment of over 13,000 students. Located in Burlington, the largest city in Vermont, UVM offers students a prime downtown location while still holding true to the small town charm. At UVM students can choose from over 100 majors including, biology, business administration, english and environmental studies.

The Vermont Cynic is the official independent student-run newspaper of the University of Vermont. The paper publishes weekly throughout the school year and is distributed at various location around campus. The Vermont Cynic is the premiere advertising opportunity to reach the UVM student body. Advertising opportunities for the 2011-2012 school year include display advertising, color advertising, premium placement and participation in our various special issues.

SCHOOL & NEWSPAPER INFORMATION

Frequency:	Weekly
Days Published:	Thursday
Circulation:	5,000
Readership:	13,000
School Enrollment:	13,391
School Location:	Burlington, VT
Metro Area:	Burlington, VT
Format:	5 Column Tabloid
Full Page Size:	5 Col (10.0") W x 15.0" H
Column Widths:	1) 1.88" 2) 3.88" 3) 5.88" 4) 7.88" 5) 10.0"
School Type:	4-Year Public
Highest Degree:	Doctorate
2010-2011 In-State Tuition:	\$14,066
2010-2011 Student Expenses:	\$26,274
Most Popular Bachelor Degree(s):	Business Administration and Management
Most Popular Graduate Degree(s):	Education (Curriculum and Instruction)
Male/Female Ratio:	44% / 56%
On Campus Housing Y/N:	Yes
Graduation Rate:	73%
Ethnicity:	Percentage
White:	91%
Black:	1%
Hispanic:	2%
Asian/Pacific Islander:	2%
American Indian:	0%
Unknown/Other:	2%
Non-Resident Alien:	1%

DISPLAY ADVERTISING

Description: National/Open Rate
PCI Rate: \$14.85

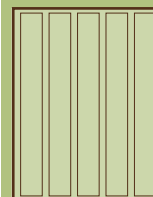
Color Rates

Description: CMYK (Process, 4-color)
Rate: \$275.00

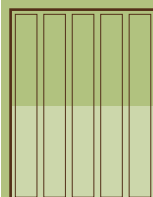
Size Restrictions

- Minimum size of 10 column inches.
- Ads more than 13.0" in height will be billed at the full page height of 15.0".

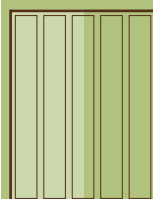
MODULAR SIZES AND RATES



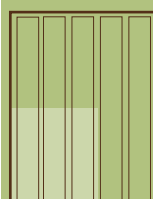
Full Page
5 col (10.0") x 15.0"
\$1,113.00



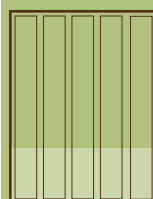
Half Page Horizontal
5 col (10.0") x 7.50"
\$555.00



Half Page Vertical
2.5 col (5.0") x 15.0"
\$555.00



Quarter Page Vertical
3 col (5.88") x 7.50"
\$334.00



Quarter Page Horizontal
5 col (10.0") x 3.75"
\$278.50

PREMIUM RATES*

Description:	Size W" x H"	Rates
Back Page - Color	5 col (10.0") x 15.0"	\$1,475.00
Page 3 or Inside Cover		
Full Page Ad	5 col (10.0") x 15.0"	\$1,195.00
Double Truck		
(Inside Spread)	10 col (20.5") x 15.0"	\$1,995.00

*Rates are black and white unless otherwise noted and space is subject to availability

DISPLAY ADVERTISING DISCOUNTS*

Frequency Discounts

Min Insertions:	2	5	9	13
Max Insertions:	4	8	12	+
% Discount:	5%	10%	15%	20%

Bulk Contracts

Column Inches:	1000
PCI Rate:	\$12.50

*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"	Min Qty:	5,000
Max Size:	8.5" x 11.0"	Max Qty:	5,000
Min Pages:	1	4	
Max Pages:	2	12	
Flat Rate:	\$550.00	\$600.00	

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

Attn: Inserts for the VT Cynic
14 Hand Ave.
Elizabethtown, NY 12932

Please include run date(s) and publication name 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 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.

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 2011

September: 1, 8, 15, 22, 29

October: 6, 13, 20, 27

November: 3, 10, 17

December: 1, 8

Spring 2012

January: 19, 26

February: 2, 9, 16, 23

March: 1, SPRING BREAK, 15, 22, 29

April: 5, 12, 19, 26

May: 3

Academic Calendar:

<http://uvmmmedia.net/calendar>

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 Wednesday, September 6th your artwork and space reservation is due Friday, August 26th.

The Vermont Cynic 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 Vermont Cynic 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

