

# XAVIER NEWSWIRE

Xavier University National Advertising Media Kit 2011-2012

## General Information

Frequency:	Weekly
Days Published:	Wednesday
Circulation:	2,600
Readership:	6,500
School Location:	Cincinnati, OH
Metro Area:	Cincinnati, OH
Enrollment:	6,584
Format:	5 Column Tabloid
Full Page Size:	5 col (10.25") x 15.75"
Column Widths:	1) 1.94" 2) 4.00" 3) 6.06" 4) 8.13" 5) 10.25"

Please Note: The Xavier Newswire does not accept Online Advertisements

Founded in 1831, Xavier is the sixth-oldest Catholic university in the country and prides itself on its rich Jesuit tradition. Xavier has consistently received high national rankings, including being named one of the Top 10 Universities in the Midwest for the last 13 years by US World and News Report. Popular academic programs at the university include liberal arts, education, nursing & pre-med as well as various business disciplines such as marketing, accounting and finance. Xavier also features several strong athletic programs including its men's basketball team, which captured the A10 Conference Championship in 2009.

## Demographics

School Type:	4-Year Private
Highest Degree:	Doctorate
2010-2011 Tuition:	\$29,970
2010-2011 Total Student Expenses:	\$42,470
Most Popular Bachelor Degree:	Business
Most Popular Master Degree(s):	Business, Education
Male/Female Ratio:	45% M/55% F
On Campus Housing:	Yes
Graduation Rate:	77%
Ethnicity	Percentage
White:	79%
Black:	11%
Hispanic/Latino:	3%
Asian/Pacific Islander:	2%
American Indian:	0%
Unknown/Other:	2%
Non-Resident Alien:	2%

The Xavier Newswire is the independent student newspaper of Xavier University. The paper is published weekly throughout the school year and covers campus news, opinions, sports, and arts & entertainment. Letters to the editor and general commentary are encouraged to stimulate community discussion and act as a student forum. Advertising opportunities for 2011-2012 include display advertising, color advertising, and freestanding inserts.



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## Display Advertising

### Column Inch Rates (Black & White)

Description:	National/Open Rate
PCI Rate:	\$8.50

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

Description	Size (W x H):	Rate:
Back Page*:	5 col (10.25") x 15.75"	\$725.00
Full Page:	5 col (10.25") x 15.75"	\$610.00
Half Page Horizontal:	5 col (10.25") x 7.88"	\$310.00
Quarter Page Vertical:	3 col (6.06") x 7.88"	\$178.50

\*Please call to check for availability

### Color Rates

Description:	CMYK (Process, 4-color)	Per Spot Color
Rate:	\$350.00	\$140.00

- Minimum size to place an ad: 10 column inches or modular quarter page
- Ads more than 13.0" in height will be billed at the full page height of 15.75"

## Display Advertising Discounts

### Frequency Discounts\*

Min Insertions:	2	4	7	10
Max Insertions:	3	6	9	+
% Discount:	5%	10%	15%	20%

### Bulk Contracts\*

Column Inches:	500	1000
PCI Rate:	\$7.20	\$6.50

\*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.



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## Insert Quantities and Rates

Flat Rate 1-2 Pages:	\$495.00
Flat Rate 4-24 Pages	\$595.00
Minimum Size:	4.0" W x 6.0" H
Maximum Size:	8.5" W x 11.0" H
Minimum Qty:	2,600
Maximum Qty:	2,600
Maximum Pages:	24

Please send a PDF of the insert to: [orders@mymediamate.com](mailto:orders@mymediamate.com) for content approval prior to shipping actual materials. Insert materials must be shipped directly to the address below:

**Brown Publishing Co.**  
**Attn: Rick Irvin**  
**1004 Cincinnati Ave.**  
**Xenia, OH 45385**

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

## Classified Advertising

30 words for \$30.00  
50 words for \$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
- 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



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## Publication Schedule 2011-2012

### Fall 2011

#### August

17- Freshman Orientation Issue, 24, 31

#### September

7, 14, 21, 28

#### October

5, 19, 26 - Basketball Preview

#### November

2, 9, 16, 30

#### December

7

### Spring 2012

#### January

11, 18, 25

#### February

1, 8, 15, 22, 29

#### March

14, 21, 28 - April Fool's Issue

#### April

11, 18, 25 - Graduation Issue

All Special Issues Tentative

#### Academic Calendar

<http://www.xavier.edu/registrar/calendars/academic-calendar-2011-2012.cfm>

*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, October 28th, your artwork and space reservation is due Monday, October 19th.*

*The Xavier Newswire 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 Xavier Newswire 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.*

## Deadline & Contact Information

# MEDIA|MATE™

MediaMate, LLC  
200 Brickstone Sq., Suite 505  
Andover, MA 01810  
P 888.897.7711  
F 978.231.0300  
E [orders@mymediamate.com](mailto:orders@mymediamate.com)