

ABOUT US

Established in 1866 and published daily since 1891, The Brown Daily Herald is the second-oldest student newspaper among America's college dailies. The Herald is managed by a board of trustees of which two editorial staffers, two business staffers and five Herald alumni are members. It is financially and editorially independent of the University, and publishes Monday through Friday during the academic year with additional issues during commencement, and orientation. The Princeton Review ranked the Brown Daily Herald as the #4 College Newspaper for 2011.

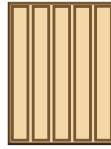
SCHOOL INFORMATION

Circulation	4,000
Frequency	Daily
Day(s) Published	M, T, W, T, F
Enrollment	9,181
Location	Providence, RI
Metro Area	Providence, RI
Most Popular Degrees	Social Sciences
Format	5 Column Tabloid
Full Page Size	5 col (9.88") W x 15.75" H
Column Widths	1) 1.75" 2) 3.69" 3) 5.88" 4) 7.88" 5) 9.88"

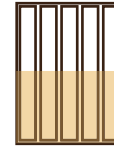


DISPLAY ADVERTISING

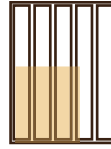
Sizes



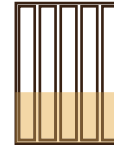
Full Page
5 col (9.88") W x 15.75" H



Half Page Horizontal
5 col (9.88") W x 7.75" H



Quarter Page Vertical
3 col (5.88") W x 7.75" H



Quarter Page Horizontal
5 col (9.88") W x 4.0" H

Packages

Ad Size	3X	7X	10X
Full Page	\$5,313.00	\$12,397.00	\$17,710.00
Half Page H	\$2,613.00	\$6,097.00	\$8,710.00
Quarter Page H	\$1,350.00	\$3,150.00	\$4,500.00
Quarter Page V	\$1,569.00	\$3,661.00	\$5,230.00

Custom ad sizes, special sizes, and premium placement options (including back page, back page banner, inside spread, page 3, blog posts, and inside cover) are available.* Please contact MediaMate for information and rates.

PCI Rate - \$22.50

Color Rate (CMYK) - \$375.00
(Additional cost per ad)

ONLINE ADVERTISING

Size (in pixels)	Rate (per month)
Rectangle, 300 x 250	\$1,685.00
Leaderboard, 798 x 90	\$1,950.00

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

SOCIAL MEDIA

Package	Rate
8 Twitter posts	\$1,040.00
12 Twitter posts	\$1,560.00

INSERTS

Min Size:	3.0" x 5.0"
Max Size:	8.5" x 11.0"
Min/Max Pages:	1-12
Min/Max Qty	4,000
Rate (1-12):	\$895.00

Send to: TCI Press
Attn: Brown Daily Herald Inserts
21 Industrial Court
Seekonk, MA 02771

Please send a PDF of the insert to orders@mymediamate.com for content approval prior to shipping. Inserts must arrive 10 days prior to run date.

PUBLICATION DATES

Fall 2016

Sept. - 3,7,8,9,12,13,14,15,16,19,20,21,22,23,26,27,28,29,30

October - 3,4,5,6,7,11,12,13,14,17,18,19,20,21,24,25,26,27,28,31

November - 1,2,3,4,7,8,9,10,11,14,15,16,17,18,21,28,29,30

December - 1,2,5,6,7,8

Spring 2017*

January - 25,26,27

February - 1,2,3,6,7,8,9,10,13,14,15,16,17,20,21,22,23,24,27,28

March - 1,2,3,6,7,8,9,10,13,14,15,16,17,20,21,22,23,24

April: 3,4,5,6,7,10,11,12,14,17,18,19,20,21,24,25,26,27,28

May: 25

Special Issues

September 3 - Guide to Brown - Special Magazine (ask for sizes)

September 7 - Orientation Issue

October 13 - Fall Guide

February TBD - Spring Career Fair Issue

April TBD - Spring Weekend Issue

Academic Calendar

<https://www.brown.edu/about/administration/registrar/academic-calendar>

DEADLINE AND PLACEMENT INFORMATION:

Space and material deadline is 10 days prior to run date. *Minimum size and order restrictions do apply.* Please contact MediaMate for more information.

CREATIVE REQUIREMENTS:

- Print ready PDF with all fonts embedded
- Color images must be in CMYK format
- Black and white images must be in grayscale
- Online ads should be JPG or GIF files

CONTACT INFORMATION:

The *Brown Daily Herald* 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 our contact information for The *Brown Daily Herald* to the below address to ensure all correspondence and ad materials are received.

Payments should be made out to MediaMate and mailed to: MediaMate, LLC, 200 Brickstone Square, Suite 505, Andover, MA 01810 or pay by credit card by calling MediaMate at 888.897.7711. Accepted card types are Visa, Mastercard, Discover, and Amex.

All information is subject to change at anytime.



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