



THE BROWN DAILY HERALD

The Brown Daily Herald

- Second oldest daily college newspaper
- Published every day, Monday through Friday
- Website receives 160,000 views per month
- Distributed to students and faculty and staff members around campus
- One of the most reliable news sources for Providence community members

About the Brown market

- + 6,300 undergraduate students
 - + 2,200 graduate students
 - + 500 medical students
 - + 700 faculty members
 - + 4,700 staff members
-
- = 14,400 total community members

2017 Publication Calendar:

- Regular paper
- Special edition

January

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

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July

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October

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February

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26	27	28				

May

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August

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30	31					

November

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March

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June

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September

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December

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23	24	25	26	27	28	29
30						

Online Ads

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SINCE 1891

THE BROWN DAILY HERALD

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NEWS » SPORTS » ARTS & CULTURE OPINION » MULTIMEDIA » BLOG POST- THE FOREGROUND

Space A: 728 x 90

Dean of School of Public Health to step down

By HATTIE XU October 31, 2016
Dean of the School of Public Health Terrie Fox Wetle will officially step down from the position of dean Sept. 1, 2017.

Crucial women's soccer match ends in draw at Penn

By NICHOLAS WEY October 31, 2016
With only two games left in the season and sitting at third in the conference table, the women's soccer team had to pull out the victory over Penn Saturday.

Comeback effort falls short for football against Quakers

By BEN SHUMATE October 31, 2016
After falling behind early, the football team mounted a comeback in the second half but fell just short, losing to Penn 21-14 in Philadelphia Saturday.



Corporation approves new alumni trustee election process

By LAUREN ARATANI October 31, 2016
In their meeting this weekend, members of the Corporation, the University's highest governing body, approved a new process for electing new alumni trustees.

Grad student reading room officially opens

By PRIYANKA PODUGU October 31, 2016
Students, staff members and administrators attended a ceremony at the Rockefeller Library that officially dedicated and opened its new reading room.



Space B: 300 x 250

Space C: 300 x 250

Space D: 300 x 250

	Cost per 1,000 views	Cost per day	Cost per week	Cost per month
Space A or B:	\$6	\$40	\$240	\$960
Space C, D or E:	\$4	\$25	\$160	\$640

The Herald's website typically gets about 40,000 views per week. Ads online for a week are up for seven days.

Sponsored Posts: \$350

Reach out to Brown's student population by having a Blog post written to promote your business on the Blog! A Blog writer will reach out to you to collaboratively write the post. The Blog typically gets about 12,000 page views per week.

Space E: 728 x 90

Print Ads

Weekly Print Packages:

- 5 4"x2" ads (\$150)
- 5 1/8-page ads (\$400)
- 5 1/4-page ads (\$750)

Light Campaign (\$200):

- 5 4"x2" print ads
- Four days of online ads in Space C, D or E

Basic Campaign (\$350):

- 5 4"x2" print ads
- One week online ads in Space A or B

Standard Campaign (\$600):

- 5 1/8-page ads
- One week online ads in Space A or B

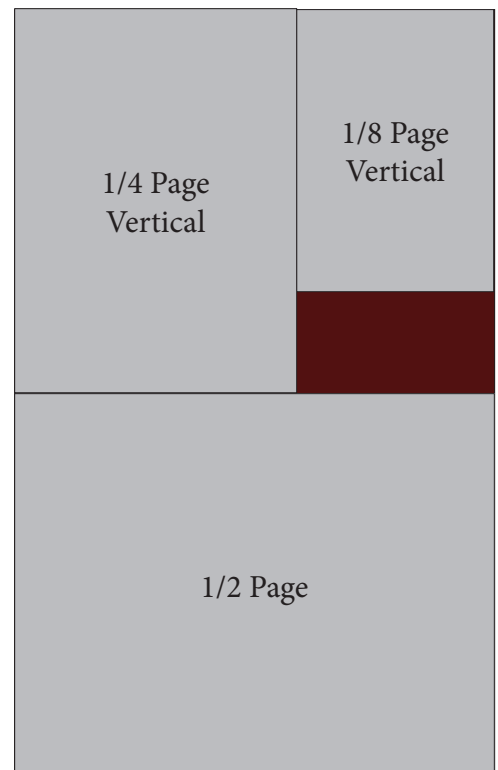
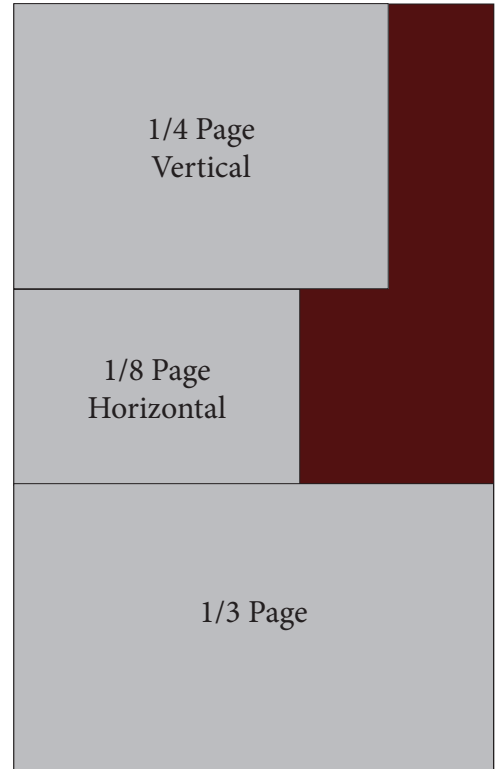
Deluxe Campaign (\$850):

- 5 1/4-page ads
- One week online ads in Space A or B

Inserts:

- \$350 for 3,500 inserts
- Rate does not include printing costs.

Ads will appear in 3,500 copies of The Brown Daily Herald distributed around Providence.



Description	Size (WxH in inches)	Rate (B&W)	Rate (Color)
1/8 Page Horizontal	6x4	\$100	\$150
1/8 Page Vertical	4x6	\$100	\$150
1/4 Page Horizontal	8x6	\$200	\$300
1/4 Page Vertical	6x8	\$200	\$300
1/3 Page	10x6	\$250	\$350
1/2 Page	10x8	\$350	\$500
Full Page	10x16	\$700	\$900
Full Page Back	10x16	\$850	\$1,050

Custom ads are \$8.50 per column inch (a column inch is 2 inches wide by 1 inch tall).

Special Issues

Magazines

Magazines are gloss, full-color, 8.5"x11" editions of The Herald. All ads are free color and free gloss.

Spring Weekend — April 27

It's the most wonderful time of the year. Help us get geared up to celebrate the biggest weekend on campus!

Commencement — May 26

This edition serves as a keepsake for the graduating class, as Commencement Weekend is the most highly anticipated weekend at Brown. The celebratory atmosphere is always very favorable for business. Space is limited, so call now to reserve a spot!

Guide to Brown — September 2

This guide includes maps of Brown and its surroundings, a dorm guide and other tips for surviving as a freshman. Don't miss out on this opportunity to be part of every Brunonian's start at Brown.

Newspapers

Newspaper special editions are for special times in the year with thematic content. All ads are free color.

Welcome Back — January 25

Welcome students back to campus with the first special issue of the year. Advertise in this must-read issue to put your business on every Brown student's mind!

A Day On College Hill — April 18

Thousands of prospective students and parents will be coming to Providence to get a taste of the city during Brown's core event for accepted students. Let them know what the city has to offer!

Orientation — September 6

Roughly 1,600 new freshmen and their families arrive on campus for this issue. Show them what they have to look forward to this year!

Fall Guide — October 12

From Family Weekend to Halloween, thousands of Brown students and parents look to this issue for fun fall activities! Put your business on the map by reaching out to members of the Brown community mid-semester!

Description	Magazine Size (WxH in inches)	Newspaper Size (WxH in inches)	Price
1/8 Page Horizontal	4.25x2.75	6x4	\$150
1/8 Page Vertical	Not available	4x6	\$150
1/4 Page Horizontal	Not available	8x6	\$250
1/4 Page Vertical	4.25x5.5	6x8	\$250
1/3 Page	Not available	10x6	\$300
1/2 Page	8.5x5.5	10x8	\$350
Full Page	8.5x11	10x16	\$700
Full Page Premium Color	8.5x11	10x16	\$850
			Free

Full page premium ads are placed as the first page or back page.