



THE BROWN DAILY HERALD

The Brown Daily Herald

- Second oldest daily college newspaper
- Published every day, Monday through Friday
- Website receives 120,000 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

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					

July

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					

October

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February

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			1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

May

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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			

August

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	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		

November

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		

March

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	

June

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	

September

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

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					

Online Ads

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SINCE 1891



THE BROWN DAILY HERALD



Email address

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Space A: 728 x 90

Providence elementary schools offer free meals to all students

By GLORIA NASHED September 14, 2017
This year, elementary school students throughout Providence Public Schools can get a free breakfast and lunch from their cafeterias.

PawSox owners propose new stadium

By PAULINA SENGERIDIS September 14, 2017
"Pawtucket is home," read the red shirts of Rhode Islanders who came out to the Senate Finance Committee Hearing Thursday

Computer science surpasses economics as most popular concentration

By SARAH WANG September 14, 2017

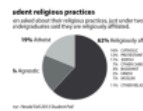


Football open season at home Saturday against Bryant

By TESS DEMEYER September 14, 2017
It's been 300 days since the football team finished the 2016 season at Brown Stadium.

University to update religious affiliations survey

By PRIYANKA PODUGU September 14, 2017
In addition to asking for an address and emergency contacts, the University also asks students to indicate their religious affiliation.



Space B: 300 x 250

Space C: 300 x 250

Space D: 300 x 250

Space E: 728 x 90

Please submit ad request at least three business days in advance
All prices subject to change

	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 30,000 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 5,000 page views per week.

Print Ads

Weekly Print Packages:

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

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

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):

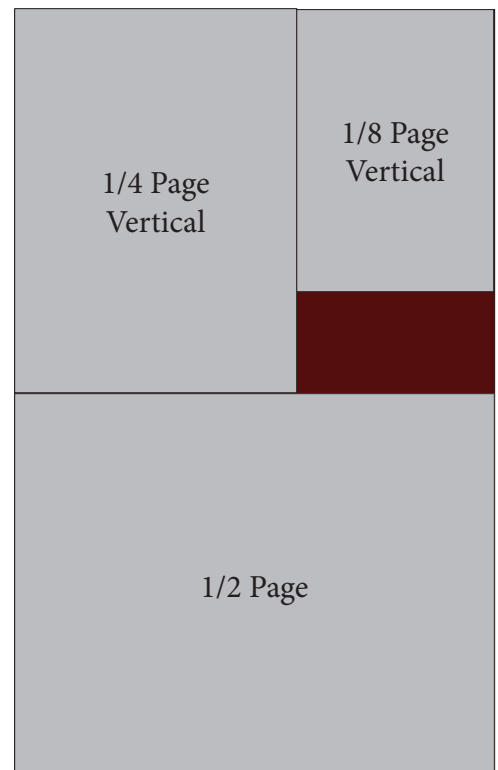
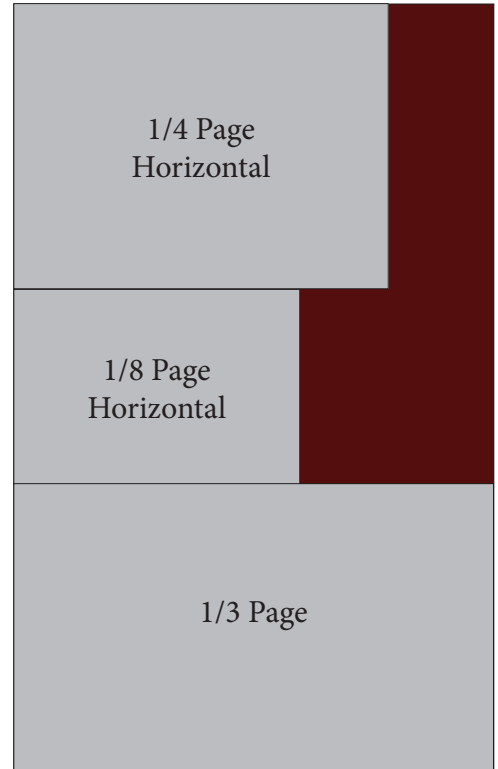
- 5 1/8-page ads
- One week online ads in Space A or B

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.



Description	Size (WxH in inches)	Rate (B&W)	Rate (Color)
1/8 Page Horizontal	6x4	\$100	\$250
1/8 Page Vertical	4x6	\$100	\$250
1/4 Page Horizontal	8x6	\$200	\$375
1/4 Page Vertical	6x8	\$200	\$375
1/3 Page	10x6	\$250	\$450
1/2 Page	10x8	\$340	\$540
Full Page	10x16	\$680	\$905
Full Page Back	10x16	\$850	\$1,075

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

Please submit ad request at least three business days in advance

All prices subject to change

Special Issues

Magazines

Magazines are full-color, 20+ page editions of The Herald. All ads are free color.

Spring Weekend*— April 27, 2017

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

Commencement*— May 26, 2017

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, 2017

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.

* *Indicates full gloss*

Newspapers

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

Welcome Back — January 25, 2017

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, 2017

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, 2017

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, 2017

From Family Weekend to Halloween, thousands of Brown students and parents browse for fun fall activities! Put your business on the map in the Brown community mid-semester!

Winter Issue — December 7, 2017

Celebrate winter! Reach students during our reading period, after classes end and before exams. Holidays are upcoming and students venture out to celebrate the season and buy gifts. Our final issue stays on stands until it runs out!

Description	Magazine Size (WxH in inches)	Newspaper Size (WxH in inches)	Price
1/8 Page Horizontal	Magazine sizes vary. Please contact for details.	6x4	\$150
1/8 Page Vertical		4x6	\$150
1/4 Page Horizontal		8x6	\$250
1/4 Page Vertical		6x8	\$250
1/3 Page		10x6	\$300
1/2 Page		10x8	\$350
Full Page		10x16	\$700
Full Page Premium		10x16	\$850
Color			Free
Full page premium ads are placed as the first page or back page. For special issues, please submit ad requests nine days prior to print.			

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 browndailyherald.com | advertising@browndailyherald.com

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