



The Massachusetts Daily Collegian

Advertising Guide

Fall 2018



Readership of

30340¹

23388²

Undergraduates

6932³

Graduates

4450+

Twitter Followers

5800+

Facebook Followers

Est.

1890



Fall Discounted Bundles

1. Purchase two Half Page ads and a one month run of an online Top Banner ad for \$1230.00, normally \$1450.00 (15% discount)
2. Purchase two Quarter Page ads and a two week run of an online Side Tile ad for \$590.00, normally \$660.00 (10% discount)
3. Purchase four Eighth Page ads and get a Side Tile ad free for one week
4. Get a free Social Media Bundle with the purchase of any online ad that runs for one month or more

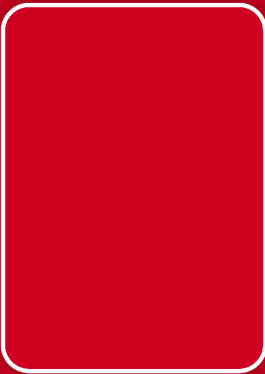
Print Rates

The Massachusetts Daily Collegian's printing schedule is once a week every Wednesday

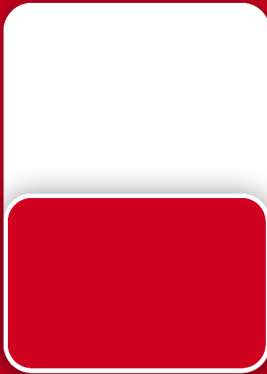
Large Crossword (2.4" X 4"): \$70.00
Horoscope (3 Column X 2"): \$70.00
Sudoku (2.5" X 3.85"): \$70.00
Small Crossword (1 Column X 3.7"): \$60.00

Color
Single Spot Color: +10%
Full Color: +20%

Column Chart
1 Column: 1.7292"
3 Column: 5.4375"
6 Column: 11"



Full Page
6 Column X 20"
\$900.00



Half Page
6 Column X 10"
\$500.00



Quarter Page
3 Column X 10"
\$250.00

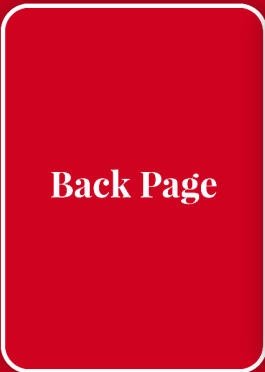


Eighth Page
3 Column X 5"
\$125.00

Spine Wrap

Have your ad cover the Front and Back Page

Full Spine Wrap (2 Full Pages): \$1300.00



Back Page



Front Page

Inserts

We accept any size, shape, or form of insert (except CDs)

1-8 pages of insert: \$192.50 per run (4000 copies)





Website Rates



Sample

Top Banner (640px X 90px)
Week: \$130.00
Month: \$450.00
Semester: \$1600.00



Sample

Side Tile (300px X 250px)
Week: \$80.00
Month: \$300.00
Semester: \$1000.00



Sample

Home Page (640px X 250px)
Week: \$80.00
Month: \$300.00
Semester: \$1000.00

Social Media Rates



Facebook
\$50.00
(One Post)



Twitter
\$50.00
(One Post)



Instagram
\$35.00
(One Post)



Social Media Bundle
\$115.00
(One Post on All Three Platforms)

In-House Graphics

We can design advertisements for you (in all sizes)

\$5.50 per design

Or \$25.00 biyearly for five designs, per semester