

THE BROWN DAILY HERALD



The Brown Daily Herald

- Second oldest daily college newspaper
- Published Monday through Friday
- Website receives 120,000 views per month
- Distributed to students, faculty and staff members on campus and around the East Side
- One of the most reliable news sources for Providence community members

About the Brown market

- + 6,750 undergraduate students
 - + 3,000 graduate students
 - + 750 faculty members
 - + 4,500 staff members
 - + 100,000+ Brown alumni/ae
-
- ≡ 115,000 total community members

2020 Publication Calendar:

- Regular Paper
- Special Issue

January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4						1	1	2	3	4	5	6	7				1	2	3	4	
5	6	7	8	9	10	11	2	3	4	5	6	7	8	8	9	10	11	12	13	14	5	6	7	8	9	10	11
12	13	14	15	16	17	18	9	10	11	12	13	14	15	15	16	17	18	19	20	21	12	13	14	15	16	17	18
19	20	21	22	23	24	25	16	17	18	19	20	21	22	22	23	24	25	26	27	28	19	20	21	22	23	24	25
26	27	28	29	30	31		23	24	25	26	27	28	29	29	30	31					26	27	28	29	30		
May							June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	23	24	25	26	27	28	29	
31																					30	31					
September							October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4				1	2	3	1	2	3	4	5	6	7				1	2	3	4	
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20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
27	28	29	30				25	26	27	28	29	30	31	29	30						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 pixels

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

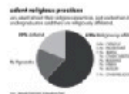


Football open season at home Saturday against Bryant

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 PODDIGU 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 pixels

Space C: 300 x 250 pixels

Space D: 300 x 250 pixels

Space E: 300 x 250 pixels

Space F: 728 x 90 pixels

Placement*

Cost per 1000 views

Cost per day

Cost per week (Save 10%)

Cost per month (Save 12%)

Space A or B:

\$10

\$45

\$280

\$980

Space C or D :

\$7

\$35

\$220

\$770

Space E or F:

\$6

\$28

\$175

\$620

The Herald's website typically receives 30,000 views per week. Ads link to an external webpage of your choice. Ads online for a week are up for seven days.

Sponsored Content

Ask us about other advertisement opportunities! For inquiries, contact us at gm@browndailyherald.com.

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

*Please note spaces may be shared at times.

Print Ads

Weekly Print Packages (Save 20%):

- 5 4"x2" B&W print ads (\$150)
- 5 1/8-page B&W print ads (\$460)
- 5 1/4-page B&W print ads (\$900)

Ads will appear in 2,500 copies of The Brown Daily Herald distributed on and around the Brown University campus.

Light Campaign - \$270 (Save 10%):

- 5 4"x2" B&W print ads
- Four days online in Space E or F

Basic Campaign - \$350 (Save 15%):

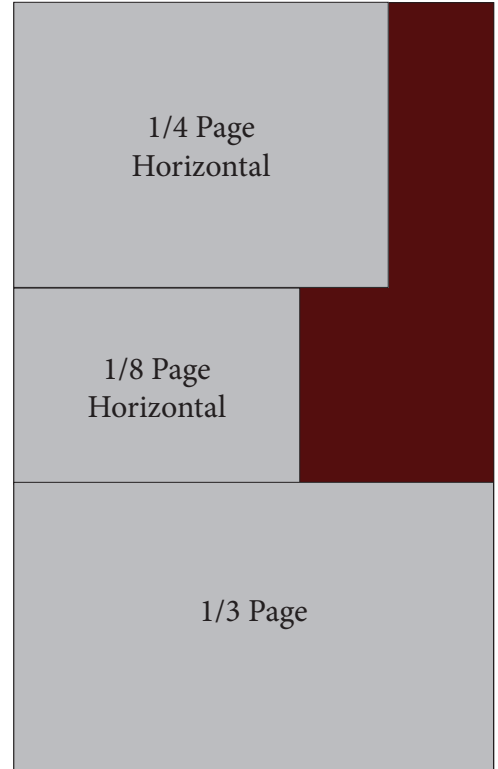
- 5 4"x2" B&W print ads
- One week online in Space C or D

Standard Campaign - \$685 (Save 20%):

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

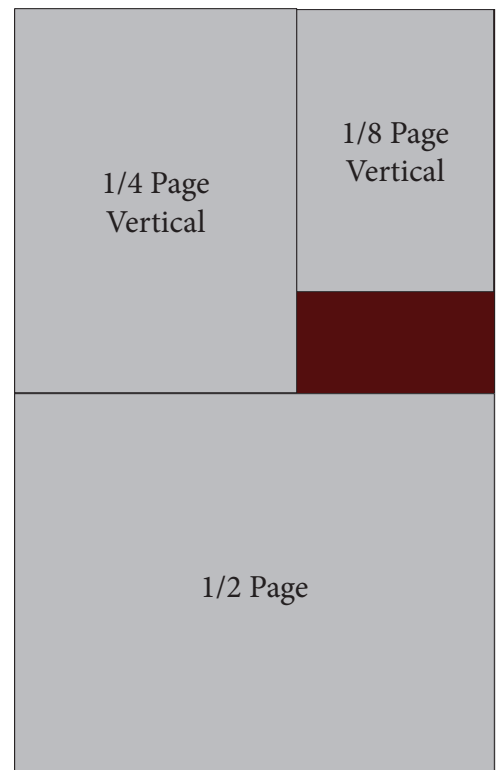
Deluxe Campaign - \$980 (Save 30%):

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



Inserts:

- \$350 for 2,500 inserts
- Rate does not include printing costs.



Description	Size (WxH inches)	Rate (B&W)	Rate (Color)
1/8 Page Horizontal	6x4	\$115	\$290
1/8 Page Vertical	4x6	\$115	\$290
1/4 Page Horizontal	8x6	\$225	\$400
1/4 Page Vertical	6x8	\$225	\$400
1/3 Page	10x6	\$285	\$460
1/2 Page	10x8	\$380	\$555
Full Page	10x16	\$755	\$930
Full Page Back	10x16	\$945	\$1120

Custom ads are \$9.50 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

Magazine special issues are lengthier, full-color editions of *The Herald* that mark notable occasions.

Spring Weekend*— April 23, 2020

Spring Weekend is Brown's annual concert weekend, with national headliners coming to College Hill to perform. The entire Brown student body gets out to enjoy the festivities, rain or shine. Help us get geared up to celebrate the biggest weekend on campus!

Commencement*— May 22, 2020

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 4, 2020

This guide includes key information about Brown and its surroundings, a dorm guide and other tips for surviving as a freshman. Copies are available to students on the day they get to campus! Don't miss out on this opportunity to be part of every Brunonian's start at Brown!

* Indicates full gloss

Newspapers

Newspaper special issues are in the format of our daily paper with decorative front pages and special themes.

Welcome Back — January 22, 2020

Welcome returning students back to campus with the first special issue of the year along with transfer and visiting students arriving on campus for the first time. Advertise in this must-read issue to put your business on every Brown student's mind!

Fall Guide — October 23, 2020

This issue is published before Family Weekend, so thousands of Brown students and parents browse this issue for fun fall activities with Halloween right around the corner. Put your business on the map with the Brown community mid-semester!

Winter Issue — December 4, 2020

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 the 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	\$165
1/8 Page Vertical		4x6	\$165
1/4 Page Horizontal		8x6	\$280
1/4 Page Vertical		6x8	\$280
1/3 Page		10x6	\$350
1/2 Page		10x8	\$400
Full Page		10x16	\$725
Full Page Premium		10x16	\$950
Color			Free

Full page premium magazine ads are placed inside the front cover and inside and outside back cover.

Full page premium newspaper ads are placed on the back page.

For special issues, please submit ad magazine requests and artwork nine days prior to print.

All prices subject to change.

The Brown Daily Herald | PO Box 2538, Providence, RI 02906
 (401) 351-3372 | 10 a.m. - 3 p.m. | Monday - Thursday
 browndailyherald.com | advertising@browndailyherald.com