

SINCE 1891



# THE BROWN DAILY HERALD

## The Brown Daily Herald

- Second oldest daily college newspaper
- New online content updates Monday through Friday
- Published in print weekly on Fridays
- 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

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- = 115,000 total community members

## Spring 2021 Publication Calendar

### JANUARY

S	M	T	W	TH	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						

### FEBRUARY

S	M	T	W	TH	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						

### MARCH

S	M	T	W	TH	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	TH	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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Email address

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NEWS » SPORTS » ARTS & CULTURE OPINION » MULTIMEDIA » BLOG POST- DONATE

**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 SENGERIDIS 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 PODDUGU 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**

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

\*Please note spaces may be shared at times.

**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](mailto:gm@browndailyherald.com).

# Print Ads

## 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)

## 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

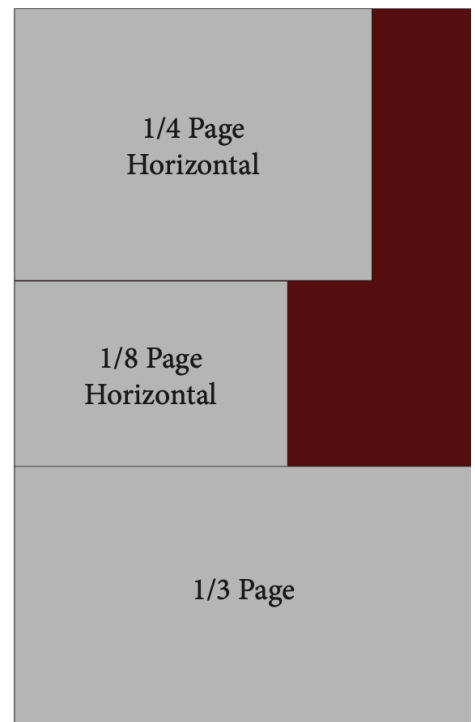
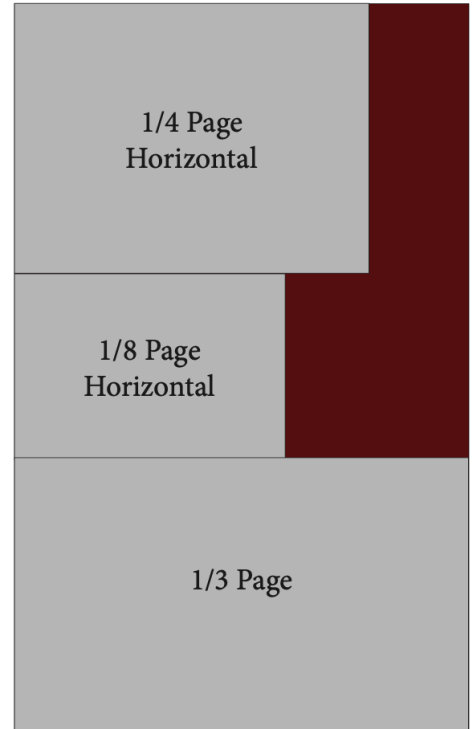
## Deluxe Campaign - \$980 (Save 30%):

- 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.

Ads will appear in 1,500 copies of The Brown Daily Herald distributed on and around the Brown University campus.



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.

# Newsletter Ads

More than 5,000 subscribers receive a daily digest of Herald headlines, with an average open rate of over 50%. Targets students, faculty, staff, professionals and alumni. Published every weekday during the semester. Ads link to an external webpage of your choice.

## Top

The Top position appears at the very top of the newsletter, right under our header.

## Middle

The Middle position appears more towards the top, approximately  $\frac{1}{3}$  of the way down and right under our daily featured article.

## Bottom

The Bottom position appears at the bottom of the newsletter, under all the included articles from that day.

## Cost

\$100/day for Top, \$80/day for Middle, \$50/day for Bottom

## Ad Sizes

728 x 90 pixels or 300 x 250 pixels

*Please note that ads appearing in the newsletter must appear for a minimum of 5 days. Although we prefer that it be 5 consecutive days, we can try to accommodate 5 discrete days.*