

The Temple News



temple-news.com

2011-2012 Media Kit

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The Temple News
Suite 243, Student Center
1755 N. 13th St.
Philadelphia, PA 19122

advertising@temple-news.com



The Temple News is Temple University's editorially-independent, student-run newspaper. The Temple News offers the specific readership of a university newspaper with a professional product. The paper is published every Tuesday during the Fall and Spring semesters and daily on our award-winning website, temple-news.com. We are serving the students, parents, alumni, faculty, staff and surrounding community of the 27th-largest public university in the country and are serving them well.

Who reads The Temple News?

27,047 undergraduate students
9,460 graduate students

36,507 total students

2,936 faculty members
4,846 administrators and staff

7,782 total employees

Total Temple community members:

44,289

80% of Temple freshmen live on Main Campus.

81% of undergraduates are commuters.

Temple undergraduate students have **\$109 million** in discretionary income to spend throughout the Philadelphia area.

The average full-time student is **21** years old.

62% of incoming freshmen said Temple's big-city location was an important positive factor in choosing Temple.

Five thousand issues of The Temple News are placed in **50** kiosks on **5** Temple campuses:

Main Campus
Temple University Center City
Health Sciences Campus
School of Podiatric Medicine
Ambler Campus

Temple has been continually ranked as one of the

most diverse

universities by the Princeton Review's Best Colleges list.

PRINT AD RATES

Print Display Advertisements*

Type	Dimensions	National Rates*	Local Rates	On-Campus Rates
Full Page	6 col x 21"		\$1,100.00	\$850.00
4/5 Page	4 col x 21"		\$900.00	\$700.00
Half Page	6 col x 10.5"		\$600.00	\$425.00
1/3 Page	6 col x 7"		\$400.00	\$300.00
1/4 Page Vertical	2 col x 13.5"		\$300.00	\$225.00
1/4 Page Horizontal	6 col x 5.25"		\$290.00	\$215.00
1/4 Page Box	3 col x 9"		\$300.00	\$225.00
1/5 Page	4 col x 5.25"		\$225.00	\$175.00
1/8 Page	2 col x 6.5"		\$125.00	\$100.00
Banner	6 col x 2"		\$100.00	\$75.00
Front Page	6 col x 2"		\$500.00	\$500.00
Price per column inch			\$8.73	\$6.74



*Color: \$300 for full color

*Design Fee: There is a 15 percent fee to the original price for ads The Temple News designs.

*Frequency Discount: Save 10 percent if you choose for the ad to run at least three times.

*National Rates: Contact Alisha Gianakakis at MediaMate. 888.897.7711

(Phone) 978.231.0300 (Fax).

Print Classifieds

50 words or less: \$10

Bold: additional \$5

51 to 100 words: \$15

101 to 150 words: \$25

Preprinted Inserts

\$150 per 1,000 copies

\$800 to run in an entire circulation (5,000 copies)

- Please contact Editor-in-Chief Brian Dzenis in advance to discuss procedures and for ad approval.
- Inserts must be printed on at least 70# High Bulk paper.
- The minimum size for an insert is 4" x 6". If the insert is larger than 11" x 12", it should be folded before being submitted.
- Inserts must be received by the printer at least **six days** before the print date of that issue.

Please mail all inserts to:
 Evergreen Printing and Publishing Company:
 ATTN: Steve Danifo for The Temple News
 101 Haag Ave.
 Bellmawr, N.J. 08031



ONLINE AD RATES

About temple-news.com

The Temple News' stories come to life on our interactive website, temple-news.com. On the [award-winning website](#), readers from North Broad Street and around the globe can read and comment on our print and Web-exclusive articles as well as view [multimedia reports](#) through photography and video. If [breaking news](#) develops, temple-news.com is the first place the Temple community turns.

We have **2,080** followers on Twitter.

Our Facebook page has **592** fans and is growing.

Our website averages **37,000** hits per month.

All of The Temple News' social networking pages link back to temple-news.com.

We also produce two documentaries per year about issues surrounding college life, which will be premiered on TUTV, Temple University's new television network, and then streamed on demand on temple-news.com.

Now more than ever in a technology-driven news industry, temple-news.com has an important and growing Web reputation. **Editor and Publisher awarded temple-news.com with the 2009 EPpy Award for Best College Newspaper Website. In 2008 and 2009, the Associated Collegiate Press awarded the site with its Online Pacemaker Award.**

The logo for The Temple News online, featuring the text "The Temple News" in a stylized, gothic font and "online" in a simpler, lowercase font, all in white against a black background.

Online Advertisements*

Type	Dimensions	Price
Leaderboard	728px x 90px	\$150/week
Half-page skyscraper	300 px x 600px	\$200/week
Medium Rectangle	300 px x 250 px	\$75/week
3:1 Rectangle	300 px x 100 px	\$50/week
In-video sponsorship	5 seconds, 640 px x 480 px	\$50 flat rate

PRODUCTION SCHEDULE

Print editions of The Temple News hit stands every Tuesday during Spring and Fall semesters. While every issue is important, certain dates denote special issues or inserts. **Special issues** are themed, with a specific topic threading together the issue. **Inserts** include at least **four extra pages** of specialized content.

Fall 2011 (14 issues)		Spring 2012 (15 issues)	
Aug. 30	<i>Football Preview</i>	Jan. 17	
Sept. 6		Jan. 24	
Sept. 13		Jan. 31	
Sept. 20		Feb. 7	<i>Movers and Shakers Issue</i>
Sept. 27	<i>Lunchies Insert</i>	Feb. 14	
Oct. 4		Feb. 21	
Oct. 11		Feb. 28	
Oct. 18		March 13	
Oct. 25		March 20	<i>Bar Guide Insert</i>
Nov. 1		March 27	
Nov. 8	<i>Basketball Preview</i>	April 3	
Nov. 15		April 10	
Nov. 29		April 17	
Dec. 6		April 24	<i>Music Issue</i>
		May 1	

The Lunchies Insert takes a look at one of Main Campus' most interesting cultures: food. Lunch trucks are privy to Temple's campus and student life, and students turn to the trucks, huts and small business start-ups, such as Chinese take-out and a few bars that lay scattered off-campus, for alternatives to meal plans. The Lunchies Insert will help foodies wade through the many choices by narrowing down the list of eateries to the most beneficial ones for taste buds.

The Movers and Shakers Issue highlights Temple's faculty and staff members who are making a difference on campus. Among last year's profiled movers and shakers: Magid Abou-Gharbia, head of Temple's Center for Drug Discovery, and Lori Tharps, a published author and journalism professor.

The Bar Guide Insert won't be encouraging students to drink up, but it will be a bar-hopping guide to the city's bar scene for students who choose to do so. From Center City to Northern Liberties to South Philly, bar signs begging passersby to have a drink are on every corner. This insert will cover which bars are worth stopping in at and which bars can be washed down with a nice cold brew and forgotten.

The Music Issue puts a pair of headphones on for readers by profiling bands and reviewing event venues around the city.

CONTACT US

To Place an Advertisement

It's easy to place an ad in The Temple News or on temple-news.com. Just call or e-mail The Temple News advertising office at advertising@temple-news.com or 215-204-9538 and have the following information readily available:

Company
Contact Person
E-mail Address
Billing Address
Telephone Number
Fax Number
Preferred Method of Payment*
Advertisement Size
Run Date(s)

Advertising Policies

- All advertisements are subject to approval by The Temple News. We reserve the right to refuse advertisements.
- The deadline to reserve advertising space in The Temple News is **at least one week prior to publication**. Online advertisements can be placed as requested.
- Any changes to advertorial content must be made **exactly one week prior** to the run date.
- The preferred format for ad material is **PDF**, though TIFF, JPEG and Word documents (.doc or .docx) are acceptable. Please note we do not accept Publisher documents (.pub).
- Ad material should be e-mailed to **advertising@temple-news.com**.

Payment Policies

*Please note that we prefer first-time advertisers to prepay.

All ad space is preferred to be prepaid by check or credit card – Discover, American Express or MasterCard only.

Please **list the date of the ad and insertion order number** on the check stub for proper payment recording.

Please mail all checks to:

The Temple News
Attn.: Business Manager
Suite 243, Student Center
1755 N. 13th St.
Philadelphia, PA 19122
215.204.9538 (office)
215.204.6609 (fax)
advertising@temple-news.com

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temple-news.com
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facebook.com/thetemplenews

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