

# THE BRANDEIS HOOT

*"To acquire wisdom, one must observe."*

Brandeis University's Community Newspaper

415 South Street — Waltham, Massachusetts 02453

Website: www.brandeishoot.com — Email: eic@thebrandeishoot.com

## Advertising Information Packet

**THE BRANDEIS HOOT** Volume 12 Number 4  
February 6, 2015  
www.brandeishoot.com Brandeis University's Community Newspaper - Waltham, Mass.

**Community highlighted in heartfelt student testimonies**  
By Victoria Annonson  
After a successful online campaign, the social media event #brandeis4hour came to Brandeis again this week in physical form on campus. The event was organized by Kelley Segaloff '15, who spent the week of registration at social media, connected all the leading #brandeis4hour to inspire a positive campaign and foster a sense of community. In December of last year, over 700 participants took to social media to share their positive stories and experiences at Brandeis. This year, Wednesday, Segaloff brought the online movement to life by having an event featuring student speakers and live on the scene. Life Inside Adams.

**President steps down**  
By Dana Trisman  
President Frederick M. Lawrence will step down at the president of Brandeis effective June 26, at which point Provost Lisa Lynch will become interim president. Lawrence, the eighth president of Brandeis, made his announcement on Jan. 30.

**Brandeis to honor business women**  
President Lawrence announced the following day that Brandeis will honor the following day from President of the Brandeis Alumni Association Adam I. Bilkin '92. "In his time on campus, President Lawrence helped Brandeis build a strong foundation for the future," wrote Bilkin. "The University is on solid financial footing, and our endowment recently reached an all-time high... Lawrence's installed a proven and highly respected senior leadership team," Bilkin added.

**Brandeis National Committee holds discussion for 'DEIS Impact'**  
By Hannah Schuster  
At one of the first DEIS Impact events, the Brandeis National Committee (BNC) and other members of the Brandeis community discussed the state of contemporary gender bias on campus. Feb. 5 during "A Woman's Place: An Intersectional Discussion on Gender Inequality in the Workplace."

**Alan Khazai delivers 'DEIS Impact' keynote address**  
By Emily Bekovich  
On Tuesday evening, Feb. 3, despite icy roads and snow-filled walkways, members of the Brandeis community gathered in the University Center for the annual DEIS Impact workshop. Social Change Through Civic Engagement and Pragmatic Activism. The talk was co-sponsored by the Eli I. Segal Citizen Leadership Program in collaboration with the International Center for Ethics, Justice and Public Life and the Student Union.

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Brandeis takes talent overseas in actor free show to SCC theater Page 9

**AUTOMATION TROUBLES**  
Technology disconnects relationships between students and faculty members Page 13

The Brandeis Hoot looks to advertisements to strengthen the connection between the Brandeis Community and the Waltham area - continuing our commitment as "Brandeis University's Community Newspaper."

The Hoot was established in 2005, because students felt that Brandeis needed a community newspaper written about, by, and for the members of the Brandeis community. Since the paper's founding, The Hoot's growth as a newspaper - doubling in size since its inception - reflects its immediate influence on the Brandeis community. Articles from The Hoot are read worldwide and have been cited by national media outlets including National Public Radio.

The Hoot publishes every Friday during the semester and distributes the newspaper throughout the Brandeis campus and Waltham area. With a **distribution of 1,500 to a community of 6,000 students, staff, and faculty**, The Hoot is a great, cost-effective way to reach out and connect the Brandeis community to your business.

For More Information, please contact our office by e-mail at [eic@thebrandeishoot.com](mailto:eic@thebrandeishoot.com)

Mia Edelstein & Julie Landy, Editors-in-Chief

# THE BRANDEIS HOOT

## Weekly Advertising Rates

(Price per Weekly Issue)	Black and White	Full Color	Color Back Page	<b>**Bonus Discount**</b> Small Sidebar Online Ad
<b>Business Card (3.5" x 1.75")</b>	\$25.00	\$30.00	\$35.00	Bonus online ad for \$28/week
<b>Eighth Page (4" x 5")</b>	\$50.00	\$60.00	\$70.00	Bonus online ad for \$20/week
<b>Quarter Page (5" x 8")</b>	\$90.00	\$115.00	\$130.00	Bonus online ad for \$15/week
<b>Half Page (10" x 8")</b>	\$135.00	\$180.00	\$200.00	Bonus online ad for \$5/week
<b>Full Page (10" x 16")</b>	\$270.00	\$350.00	\$395.00	Free online ad for one week

## Online [eic@thebrandeishoot.com](mailto:eic@thebrandeishoot.com)

*Online advertisements subject to availability*

Display ad in sidebar  
on Article Pages

Small Ad - **\$30/week**  
250 px (w) by 200 px (h)

Medium Ad - **\$40/week**  
250 px (w) by 400 px (h)

Large Ad - **\$50/week**  
250 px (w) by 600 px (h)

Display banner at bottom  
of Article Pages

Small Ad - **\$50/week**  
900 px (w) by 90 px (h)

Large Ad - **\$60/week**  
900 px (w) by 180 px (h)

Other Options

Display ad beside **masthead**  
on Front Page - \$150/week  
440px (w) by 90 px (h)

Message to  
**Facebook** Fans - \$30

Short **Text** Links - \$15/week

## Bulk Rates

4 week Discount  
**25% off**

Four weeks for the price of three

Semester Discount (14 weeks)  
**28% off**

Fourteen weeks for the price of ten

### Special Discounts

**Non-profit organization** – 10% discount  
**On-campus organization** – 25% discount  
**Brandeis Students & Faculty** – 25% discount

### Extra Costs

**Design and Typesetting** – Add \$25  
**Guaranteed ad positioning** – Add \$10

# THE BRANDEIS HOOT

## Advertising Contract

Type of Ad	Number of Weeks	Price
<b>Discount</b> (if applicable)		
<b>Extras</b> (if applicable)		
Please make checks payable to <b>Brandeis University</b> , with “ <b>The Hoot</b> ” in the memo line.	<b>Total</b>	
	Select Payment Method: <input type="checkbox"/> <b>Prepaid</b> <input type="checkbox"/> <b>Bill Later</b>	

Business Name and Billing Address:

Purchased by:

Phone:

Email:

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Special Instructions:

## Details

### Publication Dates and Deadlines.

We are a weekly Friday publication. All orders must be finalized and advertising copy received by 5pm on the Wednesday preceding the date of publication.

**Payment.** Please make all checks payable to Brandeis University with “The Hoot” in the memo line. (Brandeis Organizations: Chargeline information available upon request.)

### Please mail checks to:

The Brandeis Hoot  
 c/o Mia Edelstein  
 MB 386 Brandeis University  
 PO Box 549110  
 Waltham, MA 02454

**Notes.** All advertising copy is subject to the approval of the Editor-in-Chief and Advertising Editors. A publication schedule is available upon request.

**Design and typesetting services.** We will design your ad for the extra fee of \$25. Requests for this service must be made one week before the desired publication date.

**Technical Information.** The Hoot is a five-column tabloid. Printed by offset on newsprint, each page measures 10 inches wide by 16 inches tall. The line screen is 85 lines per inch. Negatives and reproduction proofs are acceptable. Ads may be sent electronically to ads@thebrandeishoot.com as a TIFF, JPEG, PSD, or PDF. All sizes are listed first by width and then by height.

**Discounts.** On-campus rates apply to all Brandeis-affiliated departments, schools, offices, programs, and centers. Non-profit rates apply to organizations that meet the definition of a 501(c) non-profit under US tax codes. Student rates apply to all individual students and to all student organizations registered with the Student Union, Hillel, or the Graduate Student Association.