

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 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.

Sodexo lowers prices at the C-store

By Elianna Spitzer
Sodexo's "point of sale system" suggests price changes based on inventory pricing when a vendor delivers an item. This is why some products are priced higher than their counterparts at local supermarkets. Sodexo employees have not evaluated or manually adjusted until now, due to the...

See PRICES, page 2

Brandeis Pro-Choice receives \$5,000 grant

By Calla Young
Brandeis Pro-Choice received \$5,000 from Planned Parenthood program that involves campus organizations, such as Brandeis Pro-Choice, with national campaigns. They work with over 100 campus groups across the country. Brandeis Pro-Choice plans to use the grant to install a wellness vending machine with condoms, menstrual products, and Plan B available 24/7. The device is that machine comes from the unavailability of easily accessible Plan B on weekends for the student body, said Miller. They hope to place the vending machine of the grant. Planned Parenthood...

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OPS, Title IX office search for senior position replacements

By Hannah Schuster and Elianna Spitzer
The position of Title IX Investigator and Compliance Officer have not been filled since the recent departure of Rebecca Tiller. The search to fill Tiller's post, the senior investigator position in that office, has just begun, and the search for two other permanent hires in sexual assault services are ongoing. Brandeis is also seeking to replace Sheila McKeown, who left her position as Director of Sexual Assault and Prevention Services in early July and Julia Richey, the former advocate, who left in late summer.

See WRITING, page 3



Photo: Kate V. Androschuk, an alternative rock band, capturing the audience with a stirring performance. See ARTS, page 14.

INSIDE THIS ISSUE:

News: Tika Isha shows views on 'Boyer Resent'
ARTS: Crenshaw attends Ebony Asia
FEATURES: MLK Fellowship teaches leadership
SPORTS: Volleyball regains footing
EDITORIAL: Crenshaw fills gap report

PLAN-B

Emergency contraceptive should be more accessible
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For More Information, please contact our office by e-mail at eic@thebrandeishoot.com

Hannah Schuster & Emily Sorkin Smith, Editors-in-Chief

THE BRANDEIS HOOT

Weekly Advertising Rates

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

Online 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
Discount (if applicable)		
Extras (if applicable)		
Please make checks payable to Brandeis University , with “ The Hoot ” in the memo line.	Total	
	Select Payment Method: ____ Prepaid ____ Bill Later	

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 Hannah
Schuster
MB 2752 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.