

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
Following 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 to the hashtag #brandeis4hours 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 past Wednesday, Segaloff brought the online movement to life by having an event featuring student speakers and fans of the event. Life Inside Adams.

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

Brandeis to vote on 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 Bekwith
On Tuesday evening, Feb. 3, despite icy roads and snow-filled sidewalks, members of the Brandeis community gathered in the Commons to listen to social entrepreneur Alan Khazai deliver the keynote address of the fourth 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

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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

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: <input type="checkbox"/> Prepaid <input type="checkbox"/> 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.