

*“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 1,000 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)

Candace Ng & Polina Potochevska, Editors-in-Chief

**Weekly Advertising Rates**

|  |  |  |  |
| --- | --- | --- | --- |
| Price per Weekly Issue | **Black and White** | **Full Color** | **Color Back Page** |
| **Business Card (3.5" x 1.75")** | $25.00 | $30.00 | $35.00 |
| **Eighth Page (4" x 5")** | $50.00 | $60.00 | $70.00 |
| **Quarter Page (5" x 8")** | $90.00 | $115.00 | $130.00 |
| **Half Page (10" x 8")** | $135.00 | $180.00 | $200.00 |
| **Full Page (10" x 16")** | $270.00 | $350.00 | $395.00 |

**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% off  **On-campus organization**—25% off  **Brandeis students & faculty**—25% off | **Extra Costs**  Guaranteed ad positioning—Add $10 |

**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 payableto 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 Polina Potochevska

MB 1105 Brandeis University

PO Box 549110

Waltham, MA 02454

**Notes:**

All advertising copy is subject tothe approval of the Editors-in-Chief. A publication schedule is available upon request.

**Technical Information:**

The Hoot is afive-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 allBrandeis-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.