

# 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.

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

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

**Crenshaw delivers Gittler Prize lecture**  
By Sarah Terrazano and Hannah Schuster

Kimberly Williams Crenshaw, the influential scholar who coined the term "intersectionality," accepted the Joseph B. and Toby Gittler prize on Wednesday, Oct. 26. Crenshaw has spent several days in residence, speaking with classes and at campus events. On Wednesday, she delivered a lecture on the intersectionality of racism, sexism and other forms of systematic discrimination and marginalization.

Crenshaw, a professor of law at both UCLA and Columbia law schools, delivered her lecture to a crowd larger than the trustees hall could hold, students sat in the aisles and stood outside the

backdoors in the rain to hear her lecture.

The Gittler prize honors scholars who "have produced a body of published work that reflects scholarly excellence and a lasting contribution to racial, ethnic, and/or religious relations anywhere in the world," explains the website for the International Center for Ethics, Justice and Public Life, which presents the award.

Crenshaw explained at the beginning of her presentation how surprised she was to receive an award saying "no one in their right mind goes into social justice research and advocacy with the idea they are going to receive personal rewards or recognition for it."

Crenshaw has earned numerous

**Sodexo lowers prices at the C-store**  
By Elianna Spitzer

Sodexo's "point of sale system" suggests price changes based on in-store 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 unit costs, due to the

**OPS, Title IX office search for senior position replacements**  
By Hannah Schuster and Elianna Spitzer

The Title IX Investigator and Compliance Officer vacant following 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 searches list two other prominent hires in sexual assault services are ongoing.

Brandeis is also looking to replace Sheila McAdams, who left her position as Director of Sexual Assault and Prevention Services in early July and Julia Bickley, the Senior Advocate, who left in late summer.

**Brandeis Pro-Choice receives \$5,000 grant**  
By Calla Young

Brandeis Pro-Choice received \$5,000 from Planned Parenthood to install a Plan B vending machine in the Shapiro Campus Center (SCC). The vending machine will ideally have a year's worth of free Plan B available at all times for the student body, according to Susannah Miller '19, Brandeis Pro-Choice president.

Brandeis Pro-Choice, a student-run organization, is partnered with Planned Parenthood Generation Action which informed them of the grant. Planned Par-

enthood Generation Action is a college campus-based Planned Parenthood program that involves campus organizations, such as Brandeis Pro-Choice, with annual campaigns. They work with over 300 campus groups across the country.

Brandeis Pro-Choice plans to use the grant to install a wireless vending machine with condoms, menstrual products, ibuprofen and Plan B available 24/7. The device has 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 ma-

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| INSIDE THIS ISSUE:<br>News: Task force shows vision on 'Buyer Beware' | Page 2  | PLAN-B<br>Emergency contraceptive should be more accessible | Page 7 | JFK PANEL<br>Panel discusses disabilities accommodations during JFK administration | NEWS PAGE 3 |
| ARTS: Crenshaw attends Ebony Asia                                     | Page 11 |   |        |  |             |
| FEATURES: MLK fellowship teaches leadership                           | Page 8  |   |        |  |             |
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## Weekly Advertising Rates

| (Price per Weekly Issue)            | Black and White | Full Color | Color Back Page | **Bonus Discount**<br>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

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## 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:<br><input type="checkbox"/> <b>Prepaid</b><br><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 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.