

# THE BOWDOIN ORIENT

Bowdoin College National Advertising Media Kit 2008-2009



## General Information

<i>Frequency:</i>	Weekly
<i>Days Published:</i>	Friday
<i>Circulation:</i>	2,300
<i>Readership:</i>	2,300
<i>School Location:</i>	Brunswick, ME
<i>Metro Area:</i>	Portland, ME
<i>School Enrollment:</i>	1,729
<i>Format:</i>	5 column Tabloid
<i>Full Page Size:</i>	5 col (10.25)" W x 15.00" H
<i>Column Widths:</i>	1) 1.84" 2) 3.94" 3) 6.04" 4) 8.13" 5) 10.25"

PLEASE NOTE: THE ORIENT DOES NOT ACCEPT COLOR, ONLINE ADVERTISING, CLASSIFIED ADVERTISING OR INSERTS.

## Demographics

<i>School Type:</i>	4 Year Private
<i>Highest Degree:</i>	Bachelor's Degree
<i>2007 - 2008 Tuition:</i>	\$36,370
<i>Student Expenses:</i>	\$48,260
<i>Most Popular Degrees:</i>	Social Sciences
<i>Male/Female Ratio:</i>	49% / 51%
<i>On Campus Housing:</i>	Yes
<i>Graduation Rate:</i>	92%

<b>Ethnicity</b>	<b>Percentage</b>
White:	70%
Black:	5%
Hispanic:	7%
Asian/Pacific Islander:	12%
American Indian:	1%
Unknown/Other:	2%

## Display Advertising

Modular Size and Rates  
(Black & White)

<i>Description:</i>	National/Open Rate	
<i>PCI Rate:</i>	\$9.25	
<b>Description</b>	<b>Size</b>	<b>Rate</b>
<i>Full Page</i>	5 col (10.25)" W x 15.00" H	\$565.00
<i>Half Page Horizontal</i>	5 col (10.25)" W x 7.50" H	\$295.00
<i>Half Page Vertical (Small)</i>	2 col (3.94)" W x 15.00" H	\$240.00
<i>Half Page Vertical (Large)</i>	3 col (6.04)" W x 15.00" H	\$355.00
<i>Quarter Page</i>	3 col (6.04)" W x 6.00" H	\$166.50

### Size Restrictions

- Minimum size of 10 column inches
- Ads more than 13.0" in height will be billed at the full page height of 15.0"

The Bowdoin Orient is a student newspaper serving the entire Bowdoin College community. Bowdoin college enrolls a prestigious student audience of nearly 1800 students. 2007-2008 tuition was \$36,370. The paper has an on-campus distribution of over 2000, and is mailed off-campus to several hundred subscribers.

The paper is distributed free-of-charge at various locations on campus, and is published on Fridays, 24 times a year. The Bowdoin Orient is read by students and their families, faculty, staff, alumni, off-campus subscribers, prospective students, and campus visitors. The Bowdoin Orient is offering display ads for the 2008-2009 academic year.





## Display Advertising Discounts

### Frequency Discounts\*

<i>Min Insertions:</i>	2	5	8
<i>Max Insertions:</i>	4	7	12+
<i>% Discount:</i>	10%	15%	20%

### Bulk Contracts\*

<i>Column Inches:</i>	500	1,000
<i>PCI Rate:</i>	\$8.00	\$7.50

## Deadline & Contact Information

Space and material deadline for display advertising is 7 business days prior to run date.

Please note: Our deadline is 7 business days, **not** 7 weekdays.

For example, if your ad is running on Wednesday, March 26th, your artwork and space reservation is due Monday, March 17th.

The Bowdoin Orient has hired MediaMate to be its exclusive Ad Manager. Please be sure to update your contact information for The Bowdoin Orient to the below to ensure all correspondence and ad materials are received.

Payments should be made out to: MediaMate and mailed to: MediaMate, 52 Stiles Rd., Suite 206, Salem, NH 03079 or to pay by credit card call MediaMate at 888.897.7711 or 603.898.7711. Accepted card types are Visa, Mastercard, Discover, and Amex.

*All information subject to change*

## Basic Creative Requirements

- PDF with all fonts embedded
- EPS file with all fonts embedded
- All images should be 200-300dpi
- Color images must be in CMYK format
- Black and white images must be in grayscale

## Publication Schedule

### Fall 2008

September 12 - Back to School Issue, 19, 26  
 October 3, 17 - Graduate & Professional School Fair Issue/Homecoming Issue,  
 24, 31 - Parent's Weekend Issue  
 November 7, 14, 21 - Eastern College Career Issue - Boston (Tentative)  
 December 5, 12

### Spring 2009

January 23, 30  
 February 6, 13, 20, 27 - Eastern College Career Issue - New York (Tentative)  
 March 27  
 April 3, 10, 17, 24  
 May 1 - Graduation/Last Issue of the Year

### Academic Calendar:

<http://www.bowdoin.edu/academics/calendar/academic-calendar-08-09.shtml>

**MEDIA|MATE**<sup>tm</sup>

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