### **About Us**

The Free Press is the University of Southern Maine's weekly campus newspaper. We publish 12 issues each semester plus special issues such as a housing guide and summer orientation issues.

The University of Southern Maine is comprised of three campuses — Portland, Gorham and Lewiston Auburn. It is the largest university within the University of Maine System.

We publish 4.222 copies of every issue, which are dropped of at 44 different locations on the Portland and Gorham campuses and also at 17 off-campus locations in Portland and Gorham.

Our student and community readers are young, engaged and active, and we have 3.922+ fans on Facebook and 4.: 22+ followers on Twitter.

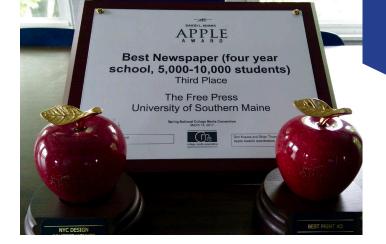
## **USM** by the Numbers

#### **Enrollment:**

7,75: Total Enrollment
"7.: 23'Undergraduate
"1,4; 4 Graduate Students
246 Law Students

#### **Demographics:**

63.7% Female
3: .6% Male
89.3% Maine Residents
14.; % Non-Maine Residents
Average Student Age is 27
1,3; 2 Live On Campus
6,56: Live Off Campus



### **Publication Dates**

	<b>Spring Seme</b>	ster
29	January	27
16	February	03
23	February	10
30	February	24
07	March	02
21	March	16
28	March	30
80	April	06
18	April	20
09	April	<b>27</b>
	16 23 30 07 21 28 08 18	16 February 23 February 30 February 07 March 21 March 28 March 08 April 18 April

### **Contact Us**

Phone (207)780-4084 Ext. 2 PO Box 9300 Portland, ME. 04104-9300 ads@usmfreepress.or

# **Student Rate Card**

2019 - 2020



The University of Southern Maine's Student Newspaper



Connected to students
Connected to the community
Find your customers here

Aa Sizes	1 Kun	3 Kuns	10 Kuns	20 Kuns	
Full Dama				-	Column Inch Rate
Full Page (70 CI) 9.75"x 10.5"	\$170 B&W / issue \$270 Color / issue	<b>\$153 B&amp;W / issue \$243 Color / issue</b>	<b>\$136 B&amp;W / issue \$216 Color / issue</b>	<b>\$119 B&amp;W / issue \$189 color / issue</b>	Black & White \$4.25 Per Column Inch
Half Page (35 Cl) 9.75"x 5.1875"	\$87.50 B&W / issue \$142.50 Color / issue			\$61.25 B&W / issue \$99.75 Color / issue	Process Color \$5.25 Per Column Inch
	\$142.30 GOIOI / ISSUE				Ad Placement
Quarter Page (18 Cl) 4.8125"x 5.1875"	\$45 B&W / Issue \$72.50 Color / Issue	\$40.50 B&W / Issue \$65.25 Color / Issue	\$36 B&W / Issue \$58 Color/ Issue	\$31.50 B&W / Issue \$50.75 Color / Issue	Full Back Page: \$312.50 (per issue) Requirements: Must be
<b>Eighth Page</b> (9 Cl) 4.8125"x 2.513"	\$22.50 B&W / Issue \$37.50 Color / Issue	\$20.25 B&W / Issue \$33.75 Color / Issue	\$18 B&W / Issue \$30 Color / Issue	\$15.75 B&W / Issue \$26.25 Color / Issue	color and run for at least three consecutive issues.  The Free Press will attempt to accommodate position
Inserts	Max Dimensions: 11" X 10" Cost: \$75 per double sided page for full run	Inserts must be approved 7 days prior to insertion and arrive at the printer 3 days prior to insertion. Inserts should be delivered in tie and bundle. Please contact us for address.			requests but doesn't guarantee placement within the requested area except for back page.
<b>Submission Guidelines</b>		<b>Mechanical Requirements</b>		Deadlines	
All advertising must be submitted in correct dimensions.  All text and images must be included.  Submissions are preferred by email. Proofs of actual size are encouraged. The Free Press does not accept Microsoft Office documents for advertising.		Format: Flat Tabloid Columns: Six 1.52" columns with .125" gutters Print Area: 9.75" x 10.5" File type accepted: TIFF, EPS, PDF or PSD.  PDFs and flattened TIFF prefered. All fonts should		Space must be reserved no later than Wednesday by 5 p.m., one week prior to publication date. Art due by 4 PM Wednesday prior to publication.	
				<b>Column Inch Policy</b>	
				The Free Press accepts custom size advertisements based on the column inch. Advertisements will be	
Graphic	<b>Designing Services</b>	be embedded or converted to paths where applicable. All images should be CMYK composites for		charged at the column inch rate shown at the top	
The Free Press will design advertisements for no		color and Gravscale for B/W with high resolution		Ads 3 columns horizontal or less and greater than	

color and Grayscale for B/W with high resolution

E-mail ad materials to: ads@usmfreepress.org

images and 300 DPI.

10 Dune

20 Dune

Ads 3 columns horizontal or less and greater than

umn. Ads of 4 to 5 columns horizontal and exceeding

10 inches vertically will be charged by the full col-

8 inches will be charged for the full page rate.

29 PL

charge if the advertisement is only used in The

Free Press. The advertiser will be charged \$35 if

the designed ad will be used in other publications.

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2 Dune