

About Us

The Free Press is the University of Southern Maine's weekly campus newspaper. We publish 10 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 2,000 copies of every issue, which are dropped off 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 1,700+ fans on Facebook and 2,800+ followers on Twitter.

USM by the Numbers

Enrollment:

7,538 Total Enrollment
5,801 Undergraduate
1,494 Graduate Students
243 Law Students

Demographics:

61.5% Female
38.5% Male
87.1% Maine Residents
12.9% Non-Maine Residents
Average Student Age is 27
1,190 Live On Campus
6,348 Live Off Campus



Publication Dates

Fall Semester		Spring Semester	
August	29	January	27
September	16	February	03
September	23	February	10
September	30	February	24
October	07	March	02
October	21	March	16
October	28	March	30
November	08	April	06
November	18	April	20
December	09	April	27

Contact Us

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

Local Rate Card

2019 - 2020



The University of Southern Maine's Student Newspaper



Connected to **students**
Connected to the **community**
Find your customers **here**

Ad Sizes

1 Run

3 Runs

10 Runs

20 Runs

Full Page
(70 CI)
9.75" x 10.5"



\$340 B&W / issue
\$540 Color / issue

Half Page
(35 CI)
9.75" x 5.1875"



\$175 B&W / issue
\$285 Color / issue

Quarter Page
(18 CI)
4.8125" x 5.1875"



\$90 B&W / Issue
\$145 Color / Issue

Eighth Page
(9 CI)
4.8125" x 2.513"



\$45 B&W / Issue
\$75 Color / Issue

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.

Column Inch Rate

Black & White
\$7.00 Per Column Inch

Process Color
\$9.00 Per Column Inch

Ad Placement

Full Back Page:
\$615 (per issue)

Requirements: Must be color and run for at least three consecutive issues.

The Free Press will attempt to accommodate position requests but doesn't guarantee placement within the requested area except for back page.

Submission Guidelines

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.

Graphic Designing Services

The Free Press will design advertisements for no 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.

Mechanical Requirements

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 preferred. All fonts should be embedded or converted to paths where applicable. All images should be CMYK composites for color and Grayscale for B/W with high resolution images and 300 DPI.

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

Deadlines

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.

Column Inch Policy

The Free Press accepts custom size advertisements based on the column inch. Advertisements will be charged at the column inch rate shown at the top right.

Ads 3 columns horizontal or less and greater than 10 inches vertically will be charged by the full column. Ads of 4 to 5 columns horizontal and exceeding 8 inches will be charged for the full page rate.