## **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 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 1,700+ fans on Facebook and 2,800+ followers on Twitter.

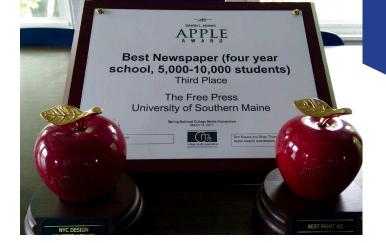
# **USM** by the Numbers

#### **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**

<b>Fall Semester</b>	<b>Spring Semester</b>		
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	80	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.or 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	
716. 01.200		o mans	io italis	Lo mano	Column Inch Rate
Full Page (70 CI) 9.75"x 10.5"	\$340 B&W / issue \$540 Color / issue	<b>\$306 B&amp;W / issue \$486 Color / issue</b>	<b>\$272 B&amp;W / issue</b> <b>\$432 Color / issue</b>	\$238 B&W / issue \$378 color / issue	Black & White \$7.00 Per Column Inch
Half Page (35 CI) 9.75"x 5.1875"	\$175 B&W / issue \$285 Color / issue	\$157.50 B&W / issue \$256.50 Color / issue	\$140 B&W / issue \$228 Color / issue	\$122.50 B&W / issue \$199.50 Color / issue	Process Color \$9.00 Per Column Inch
Sire X dillore	\$200 GOIOI / ISSUE	\$250.50 Goldi / ISSUE	\$220 COIOI / ISSUE	\$199.30 Goldi / ISSUE •	Ad Placement
Quarter Page (18 Cl) 4.8125"x 5.1875"	\$90 B&W / Issue \$145 Color / Issue	\$81 B&W / Issue \$130.50 Color / Issue	\$72 B&W / Issue \$116 Color/ Issue	\$63 B&W / Issue \$101.50 Color / Issue	Full Back Page: \$615 (per issue)
Eighth Page	\$45 B&W / Issue	\$40.50 B&W / Issue	¢26 PSW / Janua	\$21 50 PSW / Janua	Requirements: Must be color and run for at least three consecutive issues.
4.8125"x 2.513"	\$75 Color / Issue	\$67.50 Color / Issue	\$36 B&W / Issue \$60 Color / Issue	\$31.50 B&W / Issue \$52.50 Color / Issue	The Free Press will attempt to accommodate position
	Max Dimensions: 11" X 10"	Inserts must be appro	ved 7 days prior to		requests but doesn't guar-

### **Submission Guidelines**

for full run

Max Dimensions: 11" X 10"

Cost: \$75 per double sided page

All advertising must be submitted in correct dimensions.

All text and images must be included.

Inserts

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**

insertion and arrive at the printer 3 days prior

to insertion. Inserts should be delivered in tie

and bundle. Please contact us for address.

Inserts must be approved 7 days prior to

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 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**

antee placement within the

requested area except for

back page.

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.