

THE VANGUARD

THE STUDENT VOICE OF BENTLEY UNIVERSITY SINCE 1963

National & Regional Advertising Media Kit 2011-2012

General Information

Frequency:	Weekly
Days Published:	Thursday
Circulation:	4,000
Readership:	5,500
School Location:	Waltham, MA
Metro Area:	Boston, MA
School Enrollment:	5,628
Format:	5 Column Tabloid
Full Page Size:	5 col (9.88") W x 15.5" H
Column Widths:	1) 1.81" 2) 3.81" 3) 5.88" 4) 7.88" 5) 9.88"

Located just minutes from Boston, Bentley University is set on a beautiful New England campus in Waltham, MA. Founded in 1917 as a school of accounting and finance, Bentley has become one of the nation's leading and well-respected business schools. Students interested in business professions can choose from a variety of programs including finance, marketing, accountancy, and management on top of several others.

Demographics

School Type:	4-Year Private
Highest Degree:	Master's
2010-2011 Tuition:	\$37,058
10-11 Student Expenses:	\$51,473
Most Popular Bachelor Degree(s):	Business
Most Popular Graduate Degree(s):	Business
Male/Female Ratio:	41% / 59%
On Campus Housing:	Yes
Graduation Rate:	90%
Ethnicity	Percentage
White:	58%
Black:	3%
Hispanic:	5%
Asian/Pacific Islander:	7%
American Indian:	1%
Unknown/Other:	19%
Non-resident/alien:	7%

Since 1963 The Vanguard has been the official student newspaper for the Bentley community. With a circulation of 4,000, the Vanguard is dispersed every Thursday throughout the academic year to the campus' primary locations including the dining hall and library. Advertising opportunities for the 2011-2012 school year include display ads, free-standing inserts, special issues, and web advertising on the paper's online version at <http://bentleyvanguard.com>.

Display Advertising

Modular Size and Rates
(Black & White)

Description:	National/Open Rate	
PCI Rate:	\$10.50	
Description	Size	Rate
Full Page	5 col (9.88") W x 15.5" H	\$795.00
Half Page Horizontal	5 col (9.88") W x 7.75" H	\$397.50
Lg. Quarter Page Vertical	3 col (5.88") W x 7.75" H	\$244.13
Sm. Quarter Page Vertical	2 col (3.81") W x 7.75" H	\$162.75
Quarter Page Horizontal	5 col (9.88") W x 3.875" H	\$203.44

Size Restrictions

- Minimum size of 10 column inches
- Ads more than 14.0" in height will be billed at the full page height of 15.5"



THE VANGUARD

THE STUDENT VOICE OF BENTLEY UNIVERSITY SINCE 1963

National & Regional Advertising Media Kit 2011-2012

Premium Displays Advertising*

Description*	Size	Rate
Back Page - Full Color	5 col (9.88") W x 15.5" H	\$1,195.00
Front Page Banner (color included)	5 col (9.88") W x 1.5" H	\$720.00
Page 3 - Full Page	5 col (9.88") W x 15.5" H	\$895.00
Double Truck (Inside Spread)	10 col (19.76") W x 15.5" H	\$1,295.00

*Rates are black and white unless otherwise noted

Color Rates

Description	Rate
CMKY (Process, 4-Color)	\$295.00



Display Advertising Discounts**

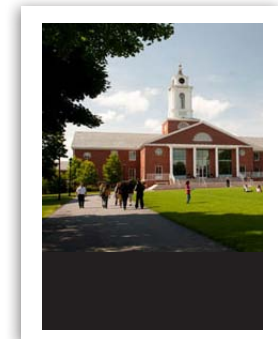
Frequency Discounts**

Min Insertions:	2	4	7	11	15
Max Insertions:	3	6	10	14	+
% Discount:	5%	10%	15%	20%	25%

Bulk Contracts**

Column Inches:	1000
PCI Rate:	\$8.50

**The above discounts will not be applied to color costs. For color ads, the discounts will apply to the black and white portion only and the advertiser will pay the full color rate.



Insert Quantities & Rates

Min Pages:	1	4
Max Pages:	2	16
Flat Rate:	\$625.00	\$675.00
Min Quantity:	4,000	
Max Quantity:	4,000	
Min Size:	3.0" x 5.0"	
Max Size:	8.5" x 11.0"	

Please send a PDF of the insert to: orders@mymediamate.com
for content approval prior to shipping actual materials.

MassWeb Printing
314 Washington Street
Auburn, MA 01501
Attn: Bentley Vanguard Inserts

Inserts must arrive at above address 1 week prior to run date.
Please include run date(s) on boxes and shipping label.



THE VANGUARD

THE STUDENT VOICE OF BENTLEY UNIVERSITY SINCE 1963

National & Regional Advertising Media Kit 2011-2012

Online Advertising

Size (pixels)	Rate (per month)
Sidebar Ad 300 x 250	\$475.00
Footer Ad 468 x 60	\$350.00
Mini-Banner 234 x 60	\$300.00

Online Discounts

- Run an online ad for one month in addition to a display ad and receive 10% off the online advertising invoice.
 - Run 3 months or more and receive 15% off total online advertising invoice.
- Please Note: These discounts cannot be combined.

<http://bentleyvanguard.com/>

Basic Creative Requirements

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

Publication Schedule

Fall 2011

- September 22 - Back to School Issue, 29 - Fall Career Fair Issue
- October 6, 20 - Homecoming Issue*, 27
- November 3, 10, 17
- December 1, 8

Spring 2012

- January 26
- February 2 - Spring Career Fair Issue*, 9, 16, 23
- March 1, 8, SPRING BREAK, 22, 29
- April 5, 12, 19, 26 - Graduation & Orientation Issue

* Denotes Tentative Special Issue

Academic Calendar:

<https://ems.bentley.edu/MasterCalendar/MasterCalendar.aspx>



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 Friday, September 11, your artwork and space reservation is due Wednesday, September 2.

The Vanguard has hired MediaMate to be its exclusive Ad Manager. **MediaMate is not an agency. MediaMate is the direct ad manager on staff, and all rates published on this media kit are direct rates.** Please be sure to update your contact information for Vanguard to the below to ensure all correspondence and ad materials are received.

Payments should be made out to MediaMate and mailed to: MediaMate, LLC, 200 Brickstone Sq., Suite 505, Andover, MA 01810 or to pay by credit card call MediaMate at 888.897.7711. Accepted card types are Visa, Mastercard, Discover, and Amex.

All information subject to change at anytime.



MediaMate, LLC
 200 Brickstone Sq., Suite 505
 Andover, MA 01810
 P 888.897.7711
 F 978.231.0300
 E orders@mymediamate.com
www.mymediamate.com