

THE VANGUARD

THE STUDENT VOICE OF BENTLEY UNIVERSITY SINCE 1963

ADVERTISING RATE CARD



2009 - 2010

ABOUT THE VANGUARD

LETTER FROM THE EDITOR

Hello everyone and thank you for considering advertising in *The Vanguard* for your business.

The Vanguard has been the official campus newspaper and student voice for the Bentley University community since 1963. The award-winning student newspaper publishes every Thursday, with a circulation of 4,000 to Bentley faculty, staff, as well as graduate and undergraduate students. We continuously strive to inform and educate the university about issues and events occurring in, or having an effect on, our community.

Many departments operate within *The Vanguard*, including news, sports, arts and entertainment, campus life, advertising, marketing, production, business and photography. In our distribution process, we release printed copies, free of charge, to the university's primary locations including Seasons Dining Hall and the Library. Our website, www.bentleyvanguardonline.com, also offers Bentley many forums to access the paper, as well as a means of communication between students.

With advertisers like you, we can continue to improve the quality, and fund such an integral part of Bentley University. If you have any questions at all, feel free to e-mail me at vanguard@bentley.edu. Thanks again!

Best Regards,

Lindsay Sauvé
Editor in Chief

CONTACT US

BY MAIL:

THE VANGUARD
BENTLEY UNIVERSITY
310M1 STUDENT CENTER
385 BEAVER STREET
WALTHAM, MA 02452

BY E-MAIL:

GENERAL -
VANGUARD@BENTLEY.EDU
EDITOR-IN-CHIEF -
SAUVE_LIND@BENTLEY.EDU
ADVERTISING -
BERGER_YEVG@BENTLEY.EDU
ONLINE -
SMITS_NICH@BENTLEY.EDU

BY PHONE:

BUSINESS -
(781) 891 - 2921
ADVERTISING -
(781) 891 - 3497

OUR EDITORIAL BOARD:

LINDSAY SAUVE - EDITOR IN CHIEF
DAN RYABOY - MANAGING EDITOR
BEN BARENBOIM - BUSINESS MANAGER
JON MCCOLGAN - COPY EDITOR
REBECCA LANGWEBER - NEWS EDITOR
ROBBIE LABRIE - SPORTS EDITOR
CHRIS APUZZO - BUSINESS EDITOR

LESLIE DIAS - CAMPUS LIFE EDITOR
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HEATHER SPRINKLE - PRODUCTION MANAGER
EUGENE BERGER - ADVERTISING MANAGER
NICHOLAS SMITS - ONLINE EDITOR

ADVISOR: MARIA DILORENZO
FACULTY ADVISOR: JUDY RAKOWSKY

RATES AND SIZES (PRINT EDITION)

"All print ads are published in black and white. Advertisements are due by e-mail (vanguard@bentley.edu) the Monday prior to publication. Ask us about special advertising, such as inserts!"

Also, if you elect to advertise for 3 or more consecutive weeks, we would like to offer you a 10% discount. However, if you elect to advertise for the entire semester (typically 12-13 Issues), we will offer you a 20% discount.

Type of Ad

Price

Full Page (10" x 16")

\$700 / Week

1/2 Page (10" x 8")

\$380 / Week

1/4 Page (5" x 8")

\$200 / Week

1/8 Page (5" x 4")

\$100 / Week

17 Inches Tall

Full Page

1/2 Page

1/4

1/8

11 Inches Wide

Accepted formats: .jpeg, and .pdf

RATES AND SIZES (ONLINE)

About The Website

On January 1st, 2009, *The Vanguard* moved from its original site to a new, student run site, www.bentleyvanguardonline.com.

As of May 1, 2009, www.bentleyvanguardonline.com has received an average of ~9000 hits a month, with daily hit amounts ranging from 150 to 600 hits. Our site is entirely run by *The Vanguard* staff, and is updated once a week with new content from the current issue. Faculty, staff, and students can subscribe to *The Vanguard* website, to receive e-mail updates about new content.

Type of Ad	Price
Sidebar Ad (300 x 250px)	\$35 / Month
Footer Ad (468 x 60px)	\$25 / Month
Mini-Banner Ad* (234 x 60 px)	\$20 / Month

* Mini-Banner only viewable on Front Page

All online ads are published in either black and white, semi-color, or full color.
Accepted formats: Text Ads, .jpeg or .gif Pictures, .pdf, or SWF (flash)

Not Sure What to Choose?

Sidebar Features:

- Prime placement on website sidebar
- Displayed next to all pages and articles
- Ad spots are permanent, allowing your ad to reach the maximum number of daily impressions

Footer Features:

- Placement on website's front-page
- Wider ad than sidebar ad for maximum visual appeal
- Ad spot is permanently attached to the footer of every viewable page

Mini-Banner Features:

- Prime placement on our front page, directly below our content
- Smaller than our 468px banner, but still located on central section of page

(January 1st, 2009 - May 15th, 2009)

● **Approximately 44,600 Hits**

● **Approximately 20,400 Visitors**

● **250+ Email Subscribers**

KEY STATISTICS:

How To PLACE YOUR Ad/PUBLICATION SCHEDULE

HOW TO PLACE YOUR AD

- 1) E-mail *The Vanguard* at vanguard@bentley.edu.
- 2) Pick an advertising size and medium (print, online, or both) as well as your date(s) (see schedule below).
- 3) Attach the advertisement as one of the accepted formats (above).
- 4) Include an address to send an invoice, and wait for the receipt.
- 5) Pay by check or cash.

PUBLICATION SCHEDULE

2009–2010

September							October							November						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4					1	2	3				4	5	6	7
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
27	28	29	30				25	26	27	28	29	30	31	29	30					

December							January							February						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4						1	2				3	4	5	6
6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27
27	28	29	30	31			24	25	26	27	28	29	30	28						

March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4					1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10
14	15	16	17	18	19	20	11	12	13	14	15	16	17
21	22	23	24	25	26	27	18	19	20	21	22	23	24
28	29	30	31				25	26	27	28	29	30	

Special Issues and Dates:

September 17th
Welcome Back Issue

October 22nd
Homecoming Issue

November 19th
Thanksgiving Issue

December 10th
Last Issue of Fall Semester

January 28th
Welcome Back Issue

March 4th
Spring Break Issue

April 29th
Last Issue and Orientation