

VANDERBILT STUDENT MEDIA ADVERTISING

Following is an overview of the advertising options available through Vanderbilt Student Media:

The **Vanderbilt Hustler** campus newspaper, published since 1888, has long been considered to be the “Voice of Vanderbilt.” The Hustler is published every Monday, Wednesday and Friday while school is in session (late August through late April with a special summer issue the first week of June). Very popular with students and advertisers wanting to reach our affluent student body, faculty, staff, parents and alumni. Circulation of 6,500, hard copy readership of 11,000 and an additional 8,000 readers of the Hustler in PDF format at Insidevandy.com. To read the Vanderbilt Hustler online exactly as it appears in hard copy, go to insidevandy.com, scroll down to the middle of the page and click on the “View print issues of the Hustler” rectangular box and click. The front page of the most recent issue will load on the left 1/3 of your computer screen. Click on any article or ad to enlarge. See page-turner arrows near the top to read the entire paper. You can even change the date and read archived issues. The Vanderbilt Hustler is distributed as a free publication in 55 open racks across our campus.

We have expanded our advertising opportunities to include online advertising at Insidevandy.com:

InsideVandy.com- Online advertising is offered at our campus media website. Insidevandy.com provides an online outlet for news, features, commentary, photos, video and other creative content produced by students that work for Vanderbilt Student Communications.

Contact George Fischer- Advertising Director – Vanderbilt Student Media
(615) 322-1884 office
(615) 310-3336
george.h.fischer@vanderbilt.edu

**All Vanderbilt campus departments and student organizations call 2-4237
or e-mail vanderbiltmedia.advertising@gmail.com**

VANDERBILT STUDENT MEDIA ADVERTISING RATES

THE VANDERBILT HUSTLER

LOCAL RATE (apply to all non campus businesses with corporate headquarters in Tennessee and no branches/stores outside of Tennessee)
\$12.50 COLUMN INCH

NATIONAL RATE (apply to all businesses with corporate headquarters and branches/stores outside of Tennessee)
\$15 COLUMN INCH

SIZE AD	COLUMN INCHES	ACTUAL SIZE	LOCAL COST PER AD	NAT'L COST PER AD
FRONT PAGE BANNER	6 col 2"	11.63" wide x 2" tall	\$300 (includes color)	\$350
BACK PAGE BANNER	6 col 2"	11.63" wide x 2" tall	\$300 (includes color)	\$350
CROSSWORD SPONSOR	3 col x 1.5"	5.75" wide x 1.5" tall	\$200 (includes color)	\$250
SUDOKU SPONSOR	3 col x 1.5"	5.75" wide x 1.5" tall	\$200 (includes color)	\$250
FULL PG	6 col x 21"	11.63" wide x 21" tall	\$1575	\$1890
1/2 PG	6 col x 10.5"	11.63" wide x 10.5" tall	\$787.50	\$945
1/4 PG	3 col x 10.5"	5.75" wide x 10.5" tall	\$393.75	\$472.50
1/8 PG	3 col x 5"	5.75" wide x 5" tall	\$187.50	\$225
DOUBLE TRUCK (2 PGS)	13 col 21"	25.09" wide x 21" tall	\$3412	\$4095

COLOR CHARGES (each ad run)

\$100 SPOT COLOR

\$300 FULL COLOR

\$600 FULL COLOR FOR DOUBLE TRUCK

PRE-PRINTED INSERTS RATE

\$100 per 1000 inserts

No partial runs accepted

Full Run = 6500 Inserts = \$650

Special Issues = 10,000 Inserts = \$1000

SIX advertising opportunities **YOU DON'T** want to miss!

We publish six special issues each year. We print 52% more copies of each special issue (10,000 total). We offer four size ads for our special issues- quarter page, half page, full page and front and back page banners. See rates for special issues near the end of the media kit.

- 1. WELCOME TO NASHVILLE**
The Vanderbilt Hustler's "Welcome to Nashville" comes out August 20, just prior to a weeklong Freshman/Parent orientation on campus. Welcome to Nashville provides incoming students and parents a comprehensive look at what the Vanderbilt campus and the surrounding Nashville community have to offer. In an attempt to expose new and returning students to life within and beyond the "Vanderbubble," the issue will include an overview of attractions, dining and shopping options around the city, and other areas of interest. *The Survival Guide section of Welcome to Nashville* also serves as a resource guide, addressing the students' most frequently asked questions about life at Vanderbilt. Many of our new students will be unfamiliar with Nashville. They will need to know where to go for a variety of goods and services including but not limited to furnishings for their rooms, clothing stores, restaurants and nightclubs, area malls, auto maintenance, banks and much more. This is your chance to build consumer loyalty among our students, faculty/staff, parents and alumni.

- 2. FAMILY WEEKEND EDITION**
Parents, siblings and relatives of Vanderbilt students come to our campus this year the weekend of October 8, 2009. *The Family Weekend issue* is on that Friday, October 8. Formerly called Parent's weekend, Family Weekend has traditionally had a tremendous impact on the local economy. If you offer products or services that appeal to college students (as well as Mom and Dad), Family Weekend could be one of your biggest retail sales weeks of the year! Many advertisers will advertise the Monday, Wednesday and Friday leading up to Family Weekend and realize a substantial return on their investment. Thousands of extra copies of *The Family Weekend issue* will be placed at key gathering areas for family members.

- 3. HOMECOMING WEEKEND EDITION**
Oct. 22 is Homecoming weekend this year. Thousands of alumni of all ages participate in a number of weekend gatherings leading up to the big football game on Saturday, Oct. 23. Thousands of extra copies of the Homecoming edition are placed at the tents where all alumni go to register on Friday and party before the big game on Saturday. Alumni often check out the local merchants and make a significant contribution to the local economy.

Deadline for space reservations and art submission is 4 business days prior to publication.

Download a full media kit at www.vandymedia.org/advertising

Contact George Fischer at 615-322-1884 or 615-310-3336 for questions or to place your order.

You can also send an E-mail to george.h.fischer@vanderbilt.edu

SIX advertising opportunities **YOU DON'T** want to miss!

4. SPRING SEMESTER GUIDE

Jan. 12, 2011 is the first Vanderbilt Hustler issue back from Fall Break. This is a great issue to remind returning students about your business. This issue includes a detailed calendar of spring concerts, home and away sporting events, lectures and a variety of other important events both on and off the campus. The Spring Semester guide will be a valuable resource guide for students, faculty/staff, parents and alumni. Many readers will hold onto to this issue and refer back to it often, increasing your ad's recall and response potential.

5. YEAR IN REVIEW

The Vanderbilt Hustler's "Year in Review" will provide a comprehensive look back at the most important stories that impacted the Vanderbilt community during the 2010-11 school year. This special issue is published April 27, 2011. It is also referred to as the "graduation issue". *"Year in Review"* will provide the Vanderbilt community with a nostalgic look back at this monumental year and will give parents and alumni a glimpse of the events that defined the future of Vanderbilt.

The Year in Review will also be available to family members at Graduation on May 13, 2011. Parents will want to reward their graduates with commemorative gifts, and graduation at Vanderbilt is a highly anticipated event among Nashville retail stores, restaurants, storage facilities, apartment complexes and realtors, financial institutions, automotive dealerships and more. ***As a keepsake issue, your ad will have a greater recall and response potential.***

6. WELCOME TO SUMMER ISSUE

This special issue will be published on June 1, 2011. ***Welcome to Summer*** will be a highly anticipated entertainment guide for summer school undergrads and grad students, faculty/staff, and new and returning students and their families during move in week in August. We will initially distribute 5,000 copies for our summer school students, faculty and staff. The remaining 5,000 copies will be made placed on the racks just prior to move in week.

Remember- all issues of the Vanderbilt Hustler can be read exactly as they appear in hard copy by going to InsideVandy.com, scrolling down and clicking on the "View Print issues" rectangular box to the right of the homepage. Many of our parents and alumni are now regular readers of the Vanderbilt Hustler.

Deadline for space reservations and art submission is 4 business days prior to publication.

Download a full media kit at www.vandymedia.org/advertising

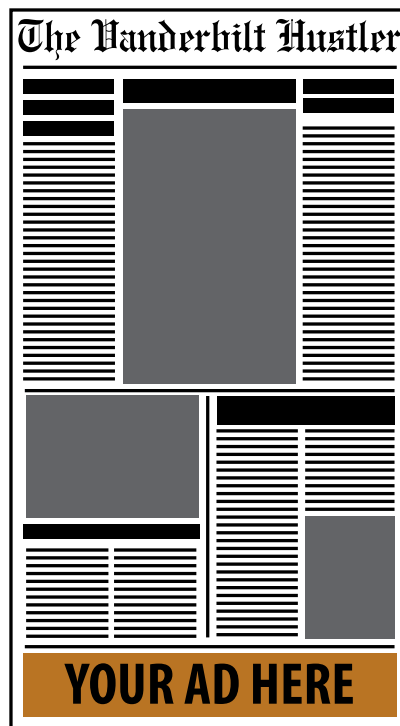
Contact George Fischer at 615-322-1884 or 615-310-3336 for questions or to place your order.

You can also send an E-mail to george.h.fischer@vanderbilt.edu

Nashville's Oldest Newspaper Is Offering a Front Page Banner and a Back Page Banner Ad

If you are an advertiser who:

- A.** Wants to reach a predominately young audience with a high level of discretionary spending power and a secondary audience of affluent college faculty and staff
- B.** Appreciates the value of securing advertising on the front and back page of a newspaper with full color included at no charge
- C.** Wants to rapidly build top-of-mind awareness and brand loyalty



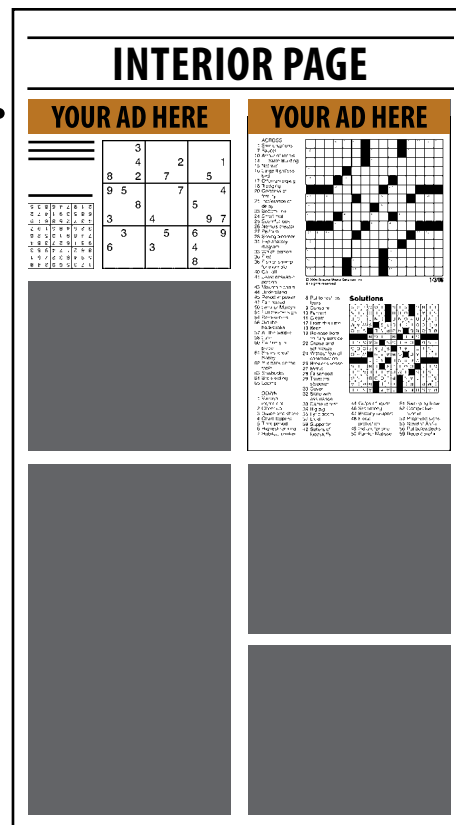
**11.63-inches wide by
2-inches tall**

Crossword and Sudoku Sponsorship

Sponsoring the Vanderbilt Hustler Crossword puzzle and Sudoku puzzle will create a partnership with Vanderbilt that will go a long way in building a loyal customer base among Vanderbilt students, faculty, staff and alumni! The crossword ad space and Sudoku ad space will run across the top of the puzzles and will measure 5.75" wide by 1.5" tall. Full color is included at no extra charge!

A typical print ad will get the readers attention for 15-30 seconds. A puzzle sponsorship ad will create a captive audience for your ad for up to an hour!

5.75-inches wide by
1.5-inches tall



5.75-inches wide by
1.5-inches tall

2010-2011 DATES FOR THE VANDERBILT HUSTLER

AUGUST 2010

S	M	T	W	T	F	S
15	16	17	18	19	<u>20</u>	21
22	23	24	<u>25</u>	26	<u>27</u>	28
29	<u>30</u>	31				

SEPTEMBER 2010

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

OCTOBER 2010

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

NOVEMBER 2010

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

DECEMBER 2010

S	M	T	W	T	F	S
			<u>1</u>	2	<u>3</u>	4
5	<u>6</u>	7	<u>8</u>	9	10	11

JANUARY 2011

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

FEBRUARY 2011

S	M	T	W	T	F	S
		1	<u>2</u>	3	<u>4</u>	5
6	<u>7</u>	8	<u>9</u>	10	<u>11</u>	12
13	<u>14</u>	15	<u>16</u>	17	<u>18</u>	19
20	<u>21</u>	22	<u>23</u>	24	<u>25</u>	26
27	<u>28</u>					

MARCH 2011

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

APRIL 2011

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

APRIL 27, 2011

YEAR IN REVIEW SPECIAL ISSUE

JUNE 1, 2011

WELCOME TO SUMMER SPECIAL ISSUE

SPECIAL DATES

August 20, 2010

Welcome to Nashville issue

October 8, 2010

Family Weekend issue

October 22, 2010

Homecoming weekend issue

November 19, 2010

Last issue before Thanksgiving Break

December 8, 2010

Last issue before Fall Break

January 12, 2011

Spring Semester Guide

March 4, 2011

Last issue before Spring Break

Mar. 16, 2011

First issue back from Spring Break

April 25, 2011

Final regular Hustler issue

April 27, 2011

Year in Review issue

June 1, 2011

Welcome to Summer issue

6500 copies are distributed to the Vanderbilt Community on these publishing dates.
We print 10,000 copies of our Welcome to Nashville issue and Year in Review issue.

VANDERBILT STUDENT MEDIA ONLINE ADVERTISING RATES

INSIDE VANDY.COM

Insidevandy.com is the online source for student media at Vanderbilt University.

It serves the Vanderbilt Community by:

- Providing an online outlet for news, features, commentary, photos, videos and other creative content produced by students in Vanderbilt student media
- Using the power of the Internet, Insidevandy.com aims to improve the way student media is created and disseminated and to empower members of the Vanderbilt community to tell their own stories.
- Allowing anyone with access to a computer the opportunity to read the Vanderbilt Hustler exactly as it appears in hard copy through a link provided on the home page at insidevandy.com. Many of our parents and alumni are regular readers of the online version. Over 42,000 unique visitors each month.

THE DOMINATOR

LARGE Horizontal banner ad (970px by 150 px)
near the top of the homepage

\$800/mo. for 1 month

\$700/mo. for 3 months

\$600/mo. for 6 months

TEXT LINKS

Bottom of the homepage and all click through pages.

\$200/month for 1 month

\$175/month for 3 months

\$150/month for 6+ months

STATIC TOWER ADS

FULL TOWER AD (120px X 500px)

\$800/month for 1 month

\$700/month for 3 months

\$600/month for 6+ months

HALF TOWER AD (120px X 240px)

\$600/month for 1 month

\$500/month for 3 months

\$400/month for 6+ months

FLASH/ANIMATED TOWER ADS

FULL SIZE FLASH TOWER AD (120px X 500px)

\$900/month for 1 month

\$750/month for 3 months

\$600/month for 6+ months

HALF SIZE FLASH TOWER AD (120px X 240px)

\$700/month for 1 month

\$600/month for 3 months

\$500/month for 6+ months

Insidevandy.com offers a vertical full tower and vertical half tower ad that appear to the right of the home page and all click through pages. Multiple advertisers rotate in these ad spaces. Vertical tower ads appear on homepage and all click through pages. The "Dominator" appears on the homepage only but, because of its dominating size and position, it is priced the same as the large tower ad. Multiple advertisers may rotate in this space. Please note that our online ads are programmed to rotate about every 10 seconds even if the page is not changed, increasing the recall and response potential for your online ad.

VANDERBILT HUSTLER PRE-PRINTED INSERTS

Pre-printed inserts are placed and distributed in 6,500 copies of the Vanderbilt Hustler. No partial runs accepted. We print 10,000 copies for all of our special issues.

- **Rate for full run = \$650 – regular issues
= \$1,000 – special issues**
- **Minimum size of insert: 3" x 5"**
- **Maximum size of insert: 9" x 12"**

All inserts must be reserved far enough in advance to allow arrival of the inserts at the printer at least 5 business days prior to publication date. Multiple advertiser inserts and/or accordion folds are not accepted.

Send inserts to:

Franklin Web Printing

115 Beasley Drive, Century Park

Franklin, TN 37064

615- 794-7181

***Indicate the advertiser, amount to be inserted and the publication date on each box of inserts. Local advertisers typically drive the inserts to the printer to save on shipping costs.**

SPECIAL ISSUE RATES, SIZES AND DEADLINES

Rates

Quarter page- \$600

Half page- \$1000

Full page- \$1,900

Back cover- \$2,500

Front page banner- \$750

Color

Spot color - \$100 per color

Full color- \$300

Deadlines

Following are deadlines for space reservation and art submission:

Welcome to Nashville

August 16, 2010

Family Weekend issue

October 4, 2010

Homecoming issue

October 18, 2010

Spring Semester Guide

January 7, 2011

Year in Review

April 22, 2011

Welcome to Summer

May 27, 2011

Half Page 11.63" x 10.5" \$1000	
Quarter Page 5.75" x 10.5" \$600	Full Page 11.63" x 21" \$1900
Front page banner 11.63" x 2" \$750	

VANDERBILT STUDENT MEDIA – SUBMITTING YOUR AD

SUBMITTING YOUR AD

E-mail your ad to **art@vandymedia.org** and copy it to **george.h.fischer@vanderbilt.edu**

SPACE/COPY DEADLINE

Hustler Newspaper:

For a Monday Issue: Wednesday at 2 p.m. prior to publishing date.

For a Wednesday Issue: Friday at 2 p.m. prior to publishing date.

For a Friday Issue: Monday at 2 p.m. prior to publishing date.

On line advertising: One week prior to ad start.

PREFERRED SUBMISSION METHODS

1. E-mailed in PDF format with all fonts, art and/or logos embedded. **PDF MUST BE SUBMITTED IN THE EXACT DIMENSIONS AS OUTLINED BELOW. WE CANNOT RE-SIZE A PDF.**
2. In Design, Photoshop (original, .tif or .eps file) or Illustrator (original or .eps file). **PLEASE INCLUDE ALL FONTS, LOGOS AND ART WITH YOUR SUBMITTED AD.**

HUSTLER AD SIZES (300 DPI)

Front Page and Back Page Banner: 11.63" wide x 2" tall

Double Truck (2 page ad): 25.09" wide x 21" tall

Full page: 11.63" wide x 21" tall

Half page: 11.63" wide x 10.5" tall

Quarter page: 5.75" wide x 10.5" tall

Eighth page: 5.75" wide x 5" tall

Sudoku and Crossword Sponsor: 5.75" wide x 1.5" tall

ON LINE ADS (72 DPI)

The Dominator: 970 px wide x 150 px tall

Half Vertical Tower: 120 px wide x 240 px tall

Full Vertical Tower: 120 px wide x 500 px tall