THE UNIVERSITY PRESS LOCAL ADVERTISING MEDIA KIT 2015-2016

UP UNIVERSITY PRESS

ABOUT US

Florida Atlantic University sits on 850 acres in Boca Raton, Florida. FAU is divided up into 10 colleges, offering over 170 degree programs and houses over 40 research centers. Along with this extensive list of education opportunities, FAU is division 1 in athletics, including football, basketball, soccer, volleyball, rugby, and more.

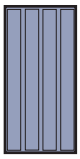
The University Press, is the award winning paper of FAU. Publishing 3,000 copies 2x Monthly, the paper is distributed to all of FAU's campuses including: Boca Raton, Jupiter, Davie, and Ft. Lauderdale.

SCHOOL INFORMATION

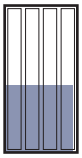
Circulation	3,000
Frequency	2xMonthly
Day(s) Published	Tuesdays
Enrollment	30,297
Location	Boca Raton, FL
Metro Area	Boca Raton, FL
Most Popular Degrees	Business, Education
Format	4 Column Tabloid
Full Page Size	4 col (10.25") W x 10.0" H
Column Widths	1) 2.4" 2) 4.96" 3) 7.53" 4) 10.0"

DISPLAY ADVERTISING

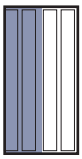
Sizes



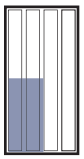
Full Page
4 col (10.0") W x 11.0" H



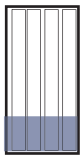
Half Page Horizontal
4 col (10.0") W x 5.4" H



Half Page Vertical
2 col (4.9") W x 11.0" H



Quarter Page Vertical
2 col (4.9") W x 5.4" H



Quarter Page Horizontal
4 col (10.0") W x 2.45" H

Packages

Ad Size	3X	7X	10X
Full Page	$1,950.00	$4,550.00	$6,500.00
Half Page	$1,050.00	$2,450.00	$3,500.00
Quarter Page	$525.00	$1,225.00	$1,750.00

Custom ad sizes, special sizes, and premium placement options (including front page, back page, inside spread, page 3, and inside cover) are available.* Please contact MediaMate for information and rates.

Premium Placement $200.00
(Additional cost per ad)

PCI Rate - $16.50

Color Rate (CMYK) - $250.00
(Additional cost per ad)

ONLINE ADVERTISING

Size (in pixels)	Monthly
300 x 250	$850.00
728 x 30	$625.00

http://www.upressonline.com/

*Subject to availability. Color rates may apply.

INSERTS

Min Size:	6.5″ x 6.5″
Max Size:	9″ x 9″
Min/Max Pages:	1-12
Min/Max Qty:	3,000
Rate (1-12):	$525.00

Send to:

Venice Print Center
ATTN: Jim O'Gorman
200 East Venice Avenue
Venice, FL 34285

Please send a PDF of the insert to orders@mymediamate.com for content approval prior to shipping. Inserts must arrive 10 days prior to run date.

PUBLICATION DATES

Fall 2015

September 15

September 29

October 13 – HOMECOMING ISSUE

October 27

November 10

Spring 2016

January 12

January 26

February 9

February 23

March 15

March 29

April 12

April 26

Academic Calendar

https://www.fau.edu/registrar/pdf/acadcal1516.pdf

DEADLINE AND PLACEMENT INFORMATION:

Space and material deadline is 10 days prior to run date. *Minimum size and order restrictions do apply.* Please contact MediaMate for more information.

CREATIVE REQUIREMENTS:

- Print ready PDF with all fonts embedded
- Color images must be in CMYK format
- Black and white images must be in greyscale
- Online ads should be JPG or GIF files

CONTACT INFORMATION:

The *UP* 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 our contact information for The *UP* to the below address to ensure all correspondence and ad materials are received.

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

All information is subject to change at anytime.

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