



The Miami
Hurricane

The Official Student Newspaper of the University of Miami

mediakit
2008/2009

welcome!

About The Hurricane

The Miami Hurricane is an award-winning newspaper published by students at the University of Miami.

10,000 copies of each issue are distributed at more than 50 on- and off-campus locations every Monday and Thursday, with more locations planned in Coconut Grove, Coral Gables, Miami and South Miami. In response to high readership and growing demand, The Hurricane will begin publishing three issues per week in Spring of 2009.

The Miami Hurricane is widely read by students, faculty, staff and alumni in print and online at TheMiamiHurricane.com, and thousands of Canes subscribe to the site's breaking news updates.

Contact Us

Mailing Address

P.O. Box 248132
Coral Gables, FL 33124

Street Address

1306 Stanford Dr. Room 221
Coral Gables, FL 33146

E-mail

hurricane@miami.edu

Phone: (305) 284-4401

Fax: (305) 284-4404

Newsroom: (305) 284-2016

From the Business Manager

Dear Hurricane Advertiser,

Welcome to the U!

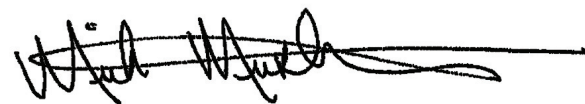
From academic excellence to milestones on the football field, from nightlife on South Beach to enjoying the perks of living in the cultural melting pot of South Florida, the University of Miami Hurricanes do it all. And since 1926, the community has relied on one media outlet for the inside scoop on how to do it: The Miami Hurricane.

UM's award-winning newspaper reaches an audience of over 20,000 readers via 10,000 printed copies of its Monday and Thursday issues and its Web site, TheMiamiHurricane.com. As UM's role in the South Florida community grows, so will its newspaper. In January of 2009, The Hurricane will begin publishing a Friday issue dedicated to the best of what Miami has to offer: entertainment, food and nightlife.

With the UM community pumping over \$3.9 billion into the South Florida economy every year, the Hurricanes are a demographic not to be missed. Please take a look at our 2008/2009 Media Kit to learn more about the numerous and creative ways The Miami Hurricane can give you access to the influential and expanding university community.

If you have any questions, please do not hesitate to give us a call.

Sincerely,

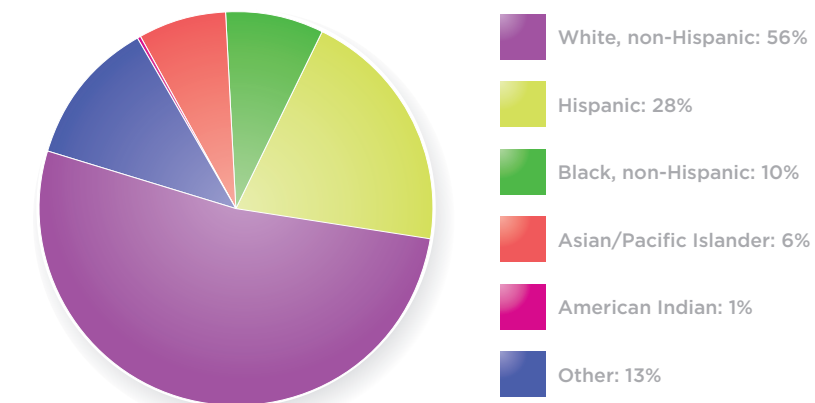


Nick Maslow
Business Manager

Did you know?

- ✦ U.S. News & World Report ranked UM 52nd in its 2008 "America's Best Colleges" - that's up 14 spots from 2003
- ✦ The Princeton Review says UM's student body is the fourth most diverse among national universities
- ✦ UM is the second largest employer in South Florida
- ✦ UM adds over \$3.9 billion to South Florida's economy each year

UM student body ethnic makeup



The Hurricane's recent awards

SOCIETY OF PROFESSIONAL JOURNALISTS

National Winner: Online News Reporting
Region 3: Second place, Best All-Around Non-Daily
Region 3: First place, Best Affiliated Web site
Region 3: First place, Online News Reporting

ASSOCIATED COLLEGIATE PRESS

Finalist for Online Pacemaker, non-daily Web site

STUDENT SOCIETY FOR NEWSPAPER DESIGN

First place, Front Page Design

UM facts & info

The UM community

Students: 15,449

Faculty & Employees: 10,857

Total: 26,306

Yearly undergrad expenses

Tuition: \$32,422

Room & Board: \$9,784

Personal Expenses: \$3,670

Total: \$45,876



distribution

Distribution points

10,000 printed copies of each Hurricane issue are accessible at over 60 distribution points on UM's three main campuses in Coral Gables, downtown Miami, and Key Biscayne. On-campus newsstands are located in residence halls, academic and administrative buildings, sports and recreation buildings, libraries, restaurants, stores and more.



● Hurricane newsstand



Additional Locations

Off campus newspaper bins are located in Coconut Grove, South Miami, and Coral Gables. The Hurricane is continuously looking for new bin locations. Please contact the Business Office for the most updated list of distribution points.

More locations: Starbucks*, Gables One Tower*, Graduate School, Medical School (Medical Campus), Titanic*, Big Cheese*

*Indicates off campus

publication dates

The Miami Hurricane 2008/2009

AUGUST

| S | M | T | W | T | F | S |
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SEPTEMBER

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NOVEMBER

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JANUARY

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FEBRUARY

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MARCH

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APRIL

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| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

Issue dates in **bold**.
Special issues in **green**.

Special Issues

| | |
|--------------|------------------|
| August 25 | Back to School |
| August 28 | Football Preview |
| September 15 | Fall Career Expo |
| September 25 | Family Weekend |
| October 23 | Homecoming |
| November 24 | Thanksgiving |
| December 4 | Winter Break |
| January 21 | Back to School |
| February 13 | Valentine's Day |
| March 11 | Spring Break |
| April 27 | Commencement |

First Impression

The First Impression special summer edition issue is the first thing students and the UM community see before and as they arrive on campus in the Fall.



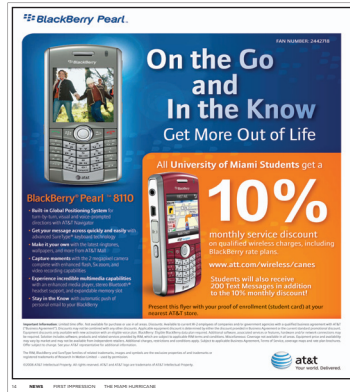
The 100-page color tabloid is packed with information on life and culture at UM and in Miami and Coral Gables and gives you the chance to influence students before they form spending habits.

10,000 copies of the issue are printed in July, with 3,000 copies mailed directly to the homes of incoming freshmen. The remaining 7,000 copies are distributed throughout all three UM campuses.

Please contact the business manager for more information.

print ads

Sample ad sizes



Full Page Ad
5 columns x 12 inches



Half Page Horizontal Ad
5 columns x 6 inches



Quarter Page Ad
2.5 columns x 6 inches

Dimensions

- ✦ The Hurricane is printed in tabloid form on paper that is 11 inches wide and 12 inches deep per page.
- ✦ Pricing is calculated with a column-inch system, whereby the cost of an ad is calculated by multiplying columns by inches by the advertising rate.
- ✦ For a list of the exact dimensions of each ad, please contact The Hurricane.

Pricing

Rates

On-Campus/Local: \$13 per column inch
National: \$16 per column inch

Ad Cost

Width (columns) x Depth (inches) x Rate

Full Page

5 col. x 12 inches x \$13 = **\$780**

Half Page

Horizontal: 5 col. x 6 inches x \$13 = **\$390**
Vertical: 2.5 col. x 12 inches x \$13 = **\$390**

Quarter Page

2.5 col. x 6 inches x \$13 = **\$195**

Eighth Page

Horiz.: 2.5 col. x 3 inches x \$13 = **\$97.50**
Vert.: 1.25 col. x 6 inches x \$13 = **\$97.50**

Color cost

- Black plus 1 color**
\$100
- Black plus 2 colors**
\$200
- Black plus 3 colors**
\$300
- Full process color**
\$350

Discount packages

Full Page

3 ads for \$720 each
6 ads for \$660 each

Half Page

3 ads for \$360 each
6 ads for \$330 each

Quarter Page

3 ads for \$180 each
6 ads for \$165 each

Eighth Page

3 ads for \$90 each
6 ads for \$82.50 each

Advertising Terms: All advertising must be paid in advance in cash, check, money order or credit card (Visa/Mastercard) unless an advertiser has submitted a credit application with a minimum of two references, and has been approved. The Hurricane reserves the right to refuse any advertising that does not conform to our published advertising policy (available upon request). The Hurricane cannot accept any type of bartering arrangements for publication of advertisements.

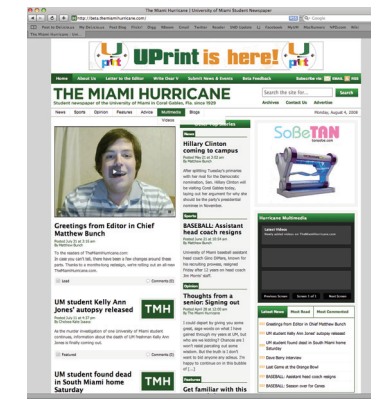
Position Requests: The Hurricane can guarantee position requests for \$50 each ad. To reserve the back-page, a \$150 charge will be assessed. To reserve page 5, a \$100 charge will be assessed.

Errors in Ads: The Hurricane is not responsible for errors on artwork created by the advertiser or printing errors for advertisements submitted less than one week before publication. Compensation for errors made by The Hurricane cannot exceed the cost of the ad.

specialty ads & policies

Advertise on TheMiamiHurricane.com

The Miami Hurricane's newly designed Web site launched in August 2008. It gives us tools to provide our readers with Hurricane news around the clock. Thousands of Canes, staff, alumni, families and prospective students regularly visit the Web site and subscribe to our Breaking News e-mail alerts.



Web Rates

Full Banner

728 x 90 pixels
\$60/week, \$210/month

Large Square

300 x 250 pixels
\$50/week, \$175/month

Small Square

125 x 125 pixels
\$15/week, \$52.50/month

Contact The Hurricane for additional web advertising details.

Print advertisement submission details

All submitted ads must be Mac-compatible and should be accompanied by laser proofs. The Hurricane is not responsible for ads sent without proofs or ads not meeting our submission requirements. Ads must be submitted on CD-ROM or by e-mail.

Graphics: PDF, TIFF or JPEG. Color graphics in CMYK only. All ads should be 300 dpi at final size.

Fonts: Include a copy of all fonts if adjustments are needed. The Hurricane reserves the right to modify fonts to comply with our font policy.

Size: Ads must be made to fit the specs of the space

purchased. The Hurricane is not responsible for ads that are altered because they were incorrectly sized. Contact an Ad Rep if you are unsure of what size your ad should be.

E-mailed ads should be sent as attachments to a text e-mail which contains the company name, contact name, phone and fax numbers and a description of the attached ad including file format, ad size, run date(s), and color information.

The Hurricane is not responsible for errors in ads submitted via e-mail and is not responsible for misdirected e-mail. It is the responsibility of the

advertiser to ensure the receipt of all ad material is confirmed by the deadline. Ads should be e-mailed to hurricane@miami.edu.

Display Deadlines: All ads must be received seven days prior to run date. If your ad is being created by The Hurricane's Art Department, all ad materials must be received ten days prior to run date.

Design Services: The Hurricane will create a client's ad for an additional charge of \$30. The client must submit all materials (logos, copy, any desired graphics or concepts) ten days prior to scheduled run date. Contact an Ad Rep for more information.

Inserts

Advertisers may prepare free standing and pre-printed advertisements to be placed in the fold of any Monday issue.

All insert orders are locked in at the full press run of 10,000 copies.

Pricing:

Under 16 pages: \$800
Over 16 pages: \$1000

Minimum size: 5 x 7 inches
Maximum size: 10 x 12 inches

Inserts must be shipped and received at least 14 days prior to run date to:

The Miami Hurricane
Attn: Nick Maslow
1306 Stanford Dr.
Room 221
Coral Gables, FL 33146

The Miami Hurricane and The Miami Herald Media Co. are not responsible for any misprint or errors on the insert. Please contact The Miami Hurricane for more information.

Let us promote you!

Advertising with The Miami Hurricane in action:

Placing an advertisement in The Miami Hurricane is the first step in tapping into the University of Miami market. Take it from Toyota – reaching out to the student body and community in person makes your advertising campaign even more effective.

In the March 2008, Toyota placed two full-page, full-color ads in The Hurricane to announce that they were coming to campus. Five days later, Toyota showcased their Yaris

vehicle on The Rock – the busiest and most popular spot on campus. Thousands of students passed through The Rock each day between classes.

Bringing your product, business, or organization to UM is easier and cheaper than you might think. And you can promote almost anything. Please contact The Hurricane for more information about how our Promotions Team can do the work for you.



On March 25, 2008, students checked out Toyota's Yaris vehicle near The Rock, a popular location for promotional events.