



# THE MIAMI HURRICANE

THE OFFICIAL STUDENT NEWSPAPER OF THE UNIVERSITY OF MIAMI SINCE 1929

## 2016-2017 RATE CARD

### FALL 2016 PUBLICATION DATES

**August 25: Back to School\***  
**September 1: Football Kickoff\***  
 September 8  
 September 15  
 September 22  
 September 29  
**October 6: Best of U Miami\***  
 October 13  
**October 27: Halloween\***  
**November 3: Homecoming\***  
**November 10: Election\***  
**November 17: Basketball Kick-off\***  
**December 1: Winter Break\***

\*Special Edition

### SPRING 2017 PUBLICATION DATES

**January 19: Back-to-School\***  
 January 26  
 February 2  
**February 9: Valentine's Day\***  
**February 16: Baseball Kick-off\***  
**February 23: Greek\***  
 March 2  
**March 9: Spring Break\***  
**March 23: Miami Music Week\***  
**March 30: Housing\***  
**April 6: International\***  
 April 13  
 April 20  
**April 27: Commencement\***

\*Special Edition

### PRINT AD DIMENSIONS AND PRICES

| (SIZES IN INCHES)                         | WIDTH          | HEIGHT         | PRICE   |
|-------------------------------------------|----------------|----------------|---------|
| <b>FULL PAGE</b>                          | 10.2"          | 10.2"          | \$780   |
| <b>1/2 PAGE</b><br>Horizontal<br>Vertical | 10.2"<br>4.9"  | 4.9"<br>10.2"  | \$390   |
| <b>1/3 PAGE</b><br>Horizontal<br>Vertical | 10.2"<br>3.25" | 3.25"<br>10.2" | \$260   |
| <b>1/4 PAGE</b>                           | 4.9"           | 4.9"           | \$195   |
| <b>1/8 PAGE</b><br>Horizontal<br>Vertical | 4.9"<br>2.4"   | 2.4"<br>4.9"   | \$97.50 |

PLEASE NOTE ALL ADS SHOULD BE SUBMITTED IN JPEG, PDF OR TIFF FILE FORMATS

#### PRINT COLOR COSTS

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

**THIRD PAGE**  
 3 ads for \$240 each  
 6 ads for \$220 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

#### CLASSIFIEDS

Flat rate \$26 per insertion

### INSERTS

Advertisers may prepare free standing and pre-printed advertisements to be placed in the fold of any Thursday issue. All insert orders are locked in at the full press run of 8,000 copies.

#### PRICING

Flat rate: \$1,000

#### SIZING

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

**INSERTS MUST BE SHIPPED AND RECEIVED AT LEAST 14 DAYS PRIOR TO RUN DATE TO:**

The Miami Hurricane  
 Attn: Chris Dalton  
 1330 Miller Drive, SAC 200C  
 Coral Gables, FL 33146

The Miami Hurricane and The Miami Herald Media Co. are not responsible for any misprint or errors on the insert. For additional information or discount inquiries please contact: [chris@themiamihurricane.com](mailto:chris@themiamihurricane.com)

### WEB AD DIMENSIONS AND RATES

|                         | WIDTH  | HEIGHT | PRICE                    |
|-------------------------|--------|--------|--------------------------|
| <b>FULL BANNER</b>      | 720 px | 90 px  | \$75/week<br>\$275/month |
| <b>MEDIUM RECTANGLE</b> | 300 px | 250 px | \$65/week<br>\$240/month |
| <b>SMALL RECTANGLE</b>  | 200 px | 200 px | \$55/week<br>\$200/month |

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