

ABOUT THE MIAMI HURRICANE

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

8,000 copies of each issue are distributed at more than 50 on and off-campus locations every Thursday with more locations planned throughout the university community. Our current distribution includes the Coral Gables main campus, Miller School of Medicine campus downtown, Rosenstiel School of Marine and Atmospheric Science campus on Key Biscayne and various locations throughout Coral Gables, Coconut Grove and South Miami.

The Miami Hurricane is widely read by students, faculty, staff, alumni, families, fans and prospective students in both print and online at TheMiamiHurricane.com, and thousands of 'Canes subscribe to the site's daily breaking news updates. The newly designed website launched in August 2013 featuring news and multimedia around the clock.



DEAR HURRICANE ADVERTISER,

It's great to be a Miami Hurricane! Welcome to Hurricane Haven!

Whether it's making a splash in Coconut Grove or flooding South Beach on Saturday nights, the Hurricanes at the University of Miami are a definite presence throughout the sea of the South Miami Community. To help connect to their community and surroundings the students, faculty and staff at the University of Miami turn to The Miami Hurricane as their premier media outlet.

College newspapers thrive with the progressing media. With over 85 years of excellence in the world of college publications, the Miami Hurricane never ceases to be the best place to get news on campus. Through print editions released every Thursday and our ever popular and growing website TheMiamiHurricane.com, updated daily, the award winning Miami Hurricane reaches an audience of more than 30,000 readers within the university community and beyond.

In this changing economy there is still one constant in the South Florida Community: The U. The University of Miami community contributes to well over \$4.5 billion dollars to the South Florida community with \$1.23 billion spent right here in Coral Gables. The Miami Hurricane's experienced business staff is here to provide you with a direct outlet to these potential consumers. Please take a look at the 2016—2017 media kit to learn more about the exciting advertising opportunities available to you here at The Miami Hurricane.

If you have any questions, please do not hesitate to contact our office. We look forward to working with you!

Christopher Dalton Business Manager chris@themiamihurricane.com

CONTACT US

MAILING ADDRESS

P.O Box 248132 Coral Gables, FL 33124

PHONE (305) 284-4401 **FAX** (305) 294-4404

STREET ADDRESS

1330 Miller Drive, Student Media Suite 200 Coral Gables, FL

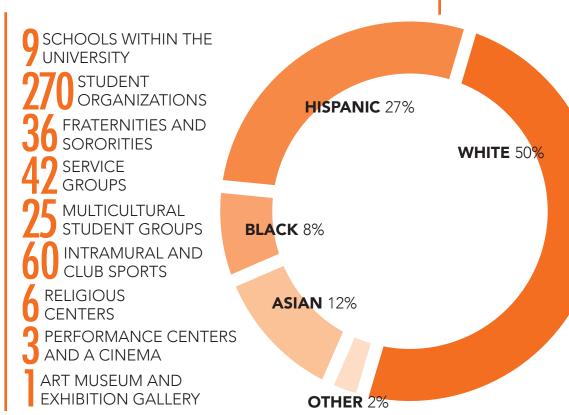
UNIVERSITY OF MIAMI FACTS AND INFO

THE UNIVERSITY OF MIAMI COMMUNITY FAST FACTS

APPROXIMATE FULL-TIME UNDERGRADUATE ENROLLMENT: 10,000

APPROXIMATE FULL-TIME GRADUATE ENROLLMENT: 5,500

OVER 4,300 STUDENTS LIVE ON CAMPUS, INCLUDING 85% OF FRESHMEN AND 43% OF ALL UNDERGRADUATES.



DID YOU KNOW?

#44 ON U.S. NEWS & WORLD REPORT'S 2015
"BEST COLLEGES" NATIONAL LIST

IN OPHTHALMOLOGY IN U.S. NEWS & WORLD REPORT'S 2014 ANNUAL "BEST HOSPITALS" RANKINGS

#4 "MOST CONNECTED COLLEGES" BY U.S. NEWS & WORLD REPORT 2013

#6 FOR RACE/CLASS INTERACTION BY THE PRINCETON REVIEW 2015

#6 PRIVATE UNIVERSITY IN THE SOUTHEAST/MID-SOUTH ACCORDING TO KIPLINGER'S "30 BEST COLLEGE VALUES 2014"

THE MIAMI HURRICANE'S AWARDS AND DISTINCTIONS

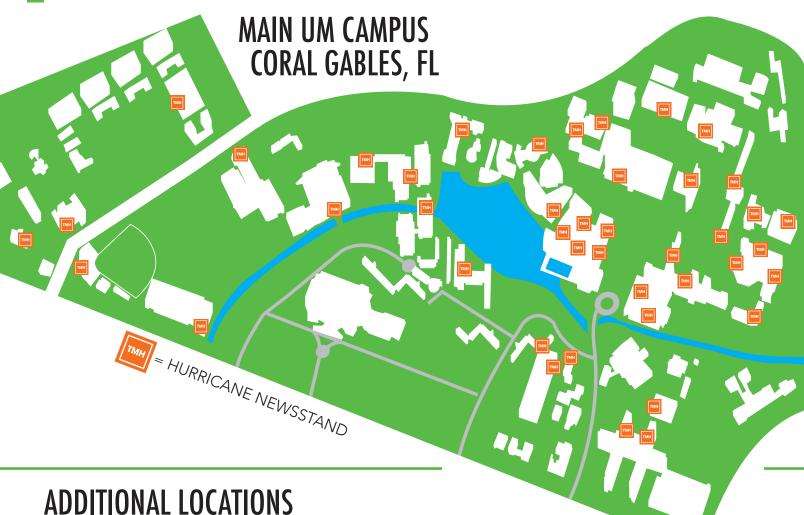
CSPA Gold medal for College Website

First place in the SPJ District 3 Mark of Excellence competition for the Best Affiliated Web Site Second place for Best All Around Non-Daily Student Newspaper

Regional winners for best newspaper website and best all-around non-daily student newspaper in SPJ competition

DISTRIBUTION

8,000 printed copies of each Hurricane issue are accessible at more than 50 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.



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.

OTHER LOCATIONS INCLUDE: Starbucks*, Gables One Tower*, Graduate School, Medical Campus (Miller School of Medicine), Titanic* and Big Cheese*.

^{*} indicates off-campus

PUBLICATION DATES

FALL 2016

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*

November 17: Basketball Kick-o December 1: Winter Break*

SPRING 2017

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*

PRINT AD DIMENSIONS AND AD SIZES

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

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 \$82.5 0 each

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

WEB AD DIMENSIONS AND RATES

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

PRINT COLOR COSTS

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

CLASSIFIEDS

Flat rate \$26 per insertion

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

PLEASE CONTACT CHRIS DALTON FOR FURTHER INFORMATION.

PHONE (305) 284-4401 || **FAX** (305) 284-4404 || **CHRIS@THEMIAMIHURRICANE.COM** P.O. BOX 248132, CORAL GABLES, FL 33124 || **WWW.THEMIAMIHURRICANE.COM**

^{*}Special Edition

^{*}Virtual editions of all printed issues are available to view online

^{*}Special Edition

FIRST IMPRESSION

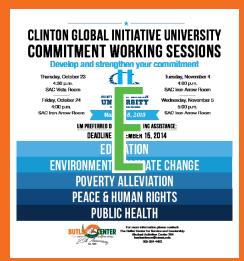
A PUBLICATION OF THE MIAMI HURRICANE WELCOME FO THE U Your guide to a successful first year at the University of Miami

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 the First Impression gives you the opportunity to influence students before they form spending habits. About 8,000 copies of the issue are printed in June, with 3,000 copies mailed directly to the homes of incoming freshmen and transfer students. The remaining 5,000 copies are distributed throughout all three UM campuses.

SAMPLE AD SIZES







A: Half page horizontal

B: Half page vertical

C: Quarter page

D: Eighth page vertical

E: Full page

 * sizes are proportional, but not to scale

PRINT ADS

The Hurricane is printed in tabloid form on paper that is 11 inches wide and 11 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.

Total Ad Cost = Width (columns) x Depth (inches) x Rate

For a list of the exact dimensions of each ad, please contact the Hurricane.

PRICING AND DIMENSIONS

RATES

On-campus/local = \$13 per column inch National = \$16 per column inch

FULL PAGE

5 col. x 12 in. x \$13 = \$780

HALF PAGE

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

THIRD PAGE

Horizontal: 5 col. x 4 in. x \$13 = \$260 Vertical: 2.5 col. x 12 in. x \$13 = \$260

QUARTER PAGE

 $2.5 \text{ col. } \times 6 \text{ in. } \times \$13 = \$195$

EIGHTH PAGE

Horizontal: 2.5 col. x 3 in. x \$13 = \$97.50 Vertical: 1.25 col. x 6 in. x \$13 = \$97.50

COLOR COST

BLACK + 1 COLOR \$100

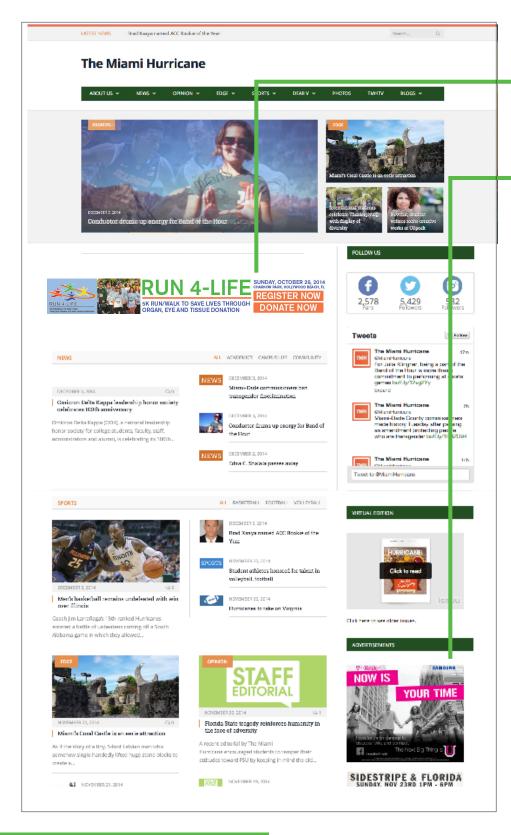
BLACK + 2 COLOR \$200

BLACK + 3 COLOR \$300

FULL PROCESS COLOR \$350

ADVERTISE ON OUR DISTRIBUTION BINS

Bins are located outside the University Bookstore, the School of Communication, the Ashe building, the Alex Rodriguez Park at Mark Light Baseball Field and the Starbucks on campus. **SIZE: 11" x 17" horizontal; PRICING: \$300 a month, for a minimum of one month.** Ads can be displayed in color for no extra charge.



ONLINE PRESENCE

THEMIAMIHURRICANE.COM

18,000+ weekly visits 5,000+ weekly returning visits 15,000+ weekly page views 3,000+ views on publication days

SOCIAL MEDIA

1,333 Instagram followers

(f) 3,363 Facebook likes

WEB RATES

FULL BANNER

720 x 90 pixels \$75/week \$275/month

MEDIUM RECTANGLE

300 x 250 pixels \$65/week \$240/month

INSERTS

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PRICING:

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SIZES:

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