



THE MIAMI HURRICANE

THE OFFICIAL STUDENT NEWSPAPER OF THE UNIVERSITY OF MIAMI SINCE 1929

2018-2019 Rate Card

FALL 2018 PUBLICATION DATES

- *Aug. 21 – Welcome Back issue
- *Aug. 28 – Football Kickoff/History of the Canes issue
- *Sept. 11 – Anniversary of Irma issue
- Sept. 18
- Sept. 25
- Oct. 2
- *Oct. 9 – Best of UMiami issue
- Oct. 16
- *Oct. 23 – Greek life issue
- Oct. 30
- Nov. 6
- *Nov. 13 – Environment issue
- Dec. 4

*Special Edition

SPRING 2019 PUBLICATION DATES

- Jan. 22
- Jan. 29
- *Feb. 5 – Housing issue
- *Feb. 12 – Valentine's/Love issue
- Feb. 19
- *Feb. 26 – Jobs issue
- March 5
- March 26
- April 2
- April 9
- April 16
- *April 23 – Wrap-up issue

*Special Edition

PRINT AD DIMENSIONS AND PRICES

(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

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

INSERTS

Advertisers may prepare free standing and pre-printed advertisements to be placed in the fold of any Tuesday 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 10 in

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

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

The Miami Hurricane and Sun Coast Press are not responsible for any misprint or errors on the insert. For additional information or discount inquiries please contact: yde@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

PLEASE CONTACT RYAN YDE FOR FURTHER INFORMATION.
PHONE (305) 284-4401 || FAX (305) 284-4404 || YDE@THEMIAMIHURRICANE.COM
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