



# THE MIAMI HURRICANE

THE OFFICIAL STUDENT NEWSPAPER OF THE UNIVERSITY OF MIAMI SINCE 1929

## 2019-2020 Rate Card

### FALL 2019 PUBLICATION DATES

- \***Aug. 20** — Back To School Edition  
Aug. 27
- \***Sept. 10** — Football Home Opener Edition  
Sept. 17  
Sept. 24
- Oct. 1
- \***Oct. 8** — Best of UMiami Edition
- \***Oct. 15** — TMH 90th Anniversary Edition  
Oct. 29
- \***Nov. 5** — Homecoming Edition  
Nov. 12  
Nov. 19
- Dec. 3

\*Special Edition

### SPRING 2020 PUBLICATION DATES

- Jan. 21
- \***Jan. 28** — Housing Edition  
Feb. 4
- \***Feb. 11** — Valentine's Edition  
Feb. 18
- \***Feb. 25** — Employment Edition
- \***March 3** — Spring Break Edition  
March 24  
March 31
- April 7
- \***April 14** — Environmental Edition  
April 21

\*Special Edition

### PRINT AD DIMENSIONS AND PRICES

(SIZES IN INCHES)	WIDTH	HEIGHT	PRICE (BLACK & WHITE)	PRICE (FULL COLOR)
<b>FULL PAGE</b>	10.2"	10.2"	\$800	\$1,200
<b>1/2 PAGE</b> Horizontal Vertical	10.2" 4.9"	4.9" 10.2"	\$480	\$700
<b>1/3 PAGE</b> Horizontal Vertical	10.2" 3.25"	3.25" 10.2"	\$350	\$500
<b>1/4 PAGE</b>	4.9"	4.9"	\$275	\$400
<b>1/8 PAGE</b> Horizontal Vertical	4.9" 2.4"	2.4" 4.9"	\$150	\$210

#### FREQUENCY DISCOUNT

Take 10% off your total contract price for each additional ad purchased  
e.g: 2 ads = 10% off, 3 ads = 20% off, etc.

... **UP TO 50% OFF**

### INSERTS

Advertisers may prepare free standing and pre-printed advertisements in the fold of any 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



### CLIENTS

Internal University of Miami offices, departments, and student organizations receive a **50% discount** on all advertising in *The Miami Hurricane*

### CONTACT

Please contact Austin Furgatch, Business Manager, for additional information.

EMAIL:

austin@themiamihurricane.com

PHONE:

(305) 284-4401

### WEBSITE AD DIMENSIONS AND PRICES

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