

## Mailing

The Suffolk Journal  
8 Ashburton Pl  
Boston, MA 02108

## Web

TheSuffolkJournal.com/  
advertising/  
place-ad/

## Editor-in-Chief

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## Business Office

SuffolkAds@gmail.com

**THE AWARD-WINNING NEWSPAPER OF SUFFOLK UNIVERSITY SINCE 1936.**

## 2016-2017 Media Kit

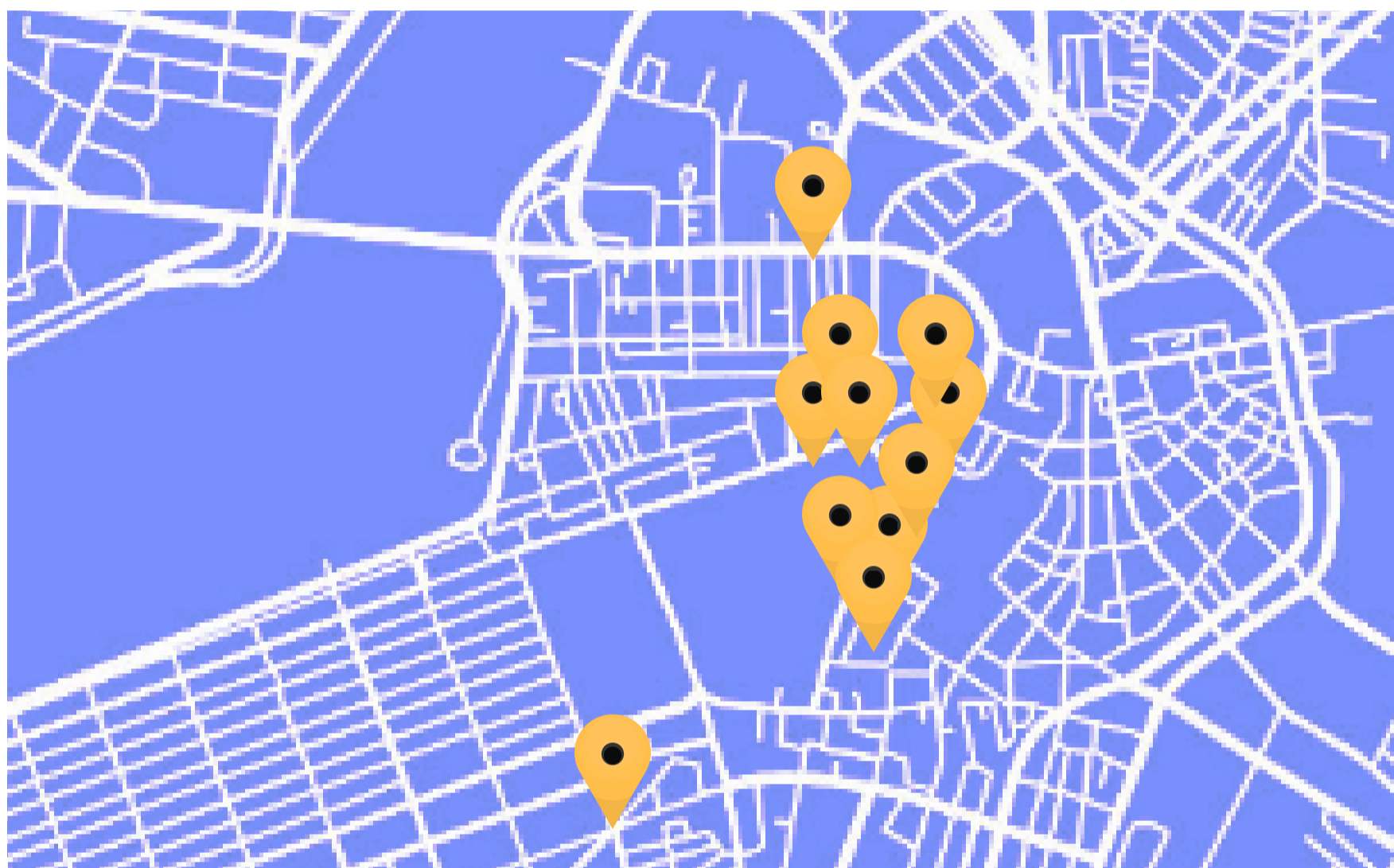
The Suffolk Journal provides options for customized advertising for its different advertising outlets. Please ask your ad rep for those that interest you.

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## Distribution Area



## For 80 years, what we're all about

The Suffolk Journal is the premiere means of receiving information on campus for Suffolk University students, faculty, staff and community members. Managed and produced entirely by undergraduate students, the Journal is committed to providing the best news coverage, entertainment and sports stories, editorials and reviews. Established in 1936, the Journal has a proud tradition of being the campus' information leader, a sounding board of student opinions, and an educational resource for students wishing to make a career in media.

**Ready to pull out an ad?**

**Let us know by emailing:**

**suffolkads@gmail.com**

## Suffolk University by the Numbers

**8,321** ENROLLED STUDENTS      **23%** INTERNATIONAL STUDENTS

**44 STATES REPRESENTED**

TOTAL COST OF ATTENDANCE:

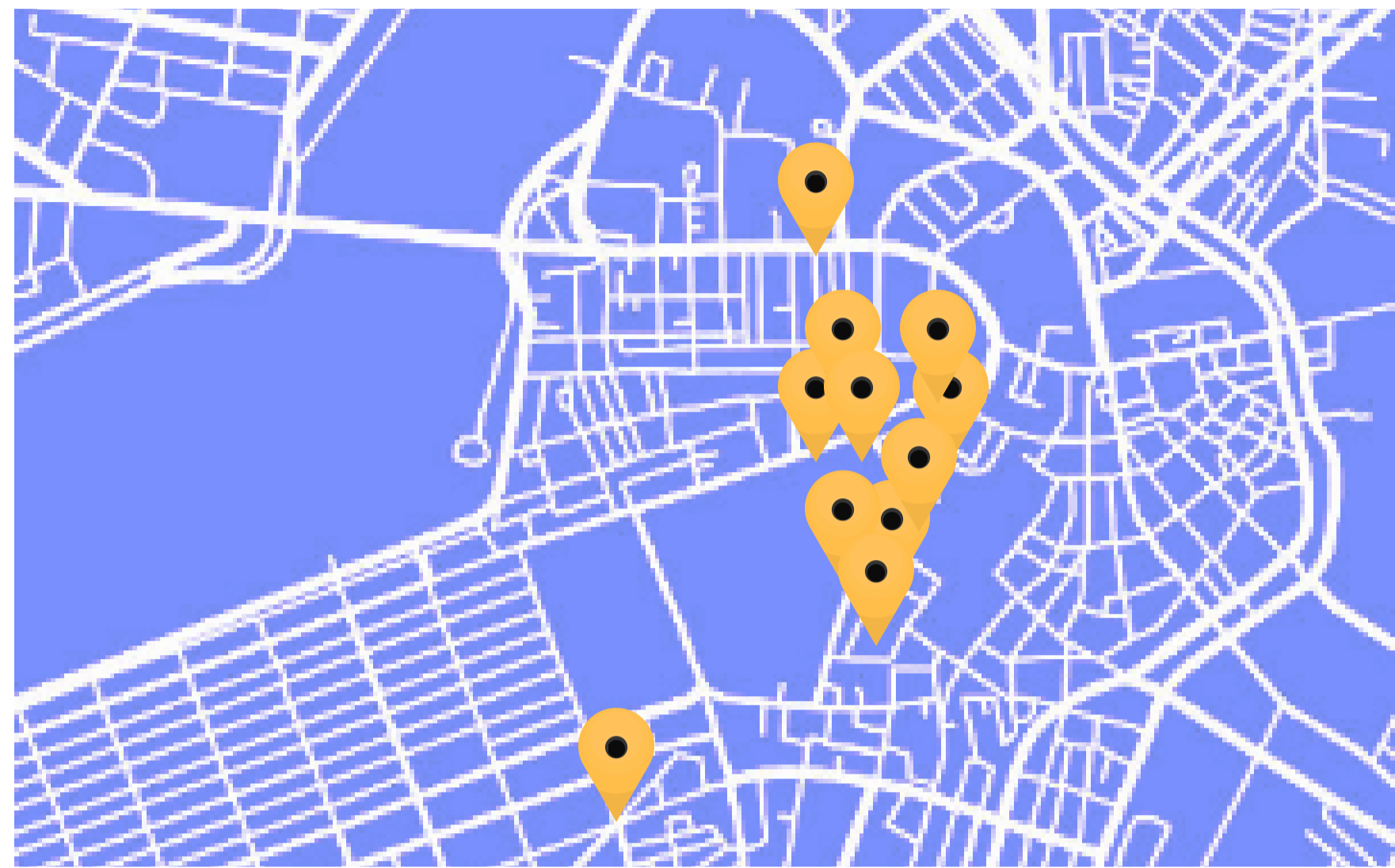
**\$54,033** per year including tuition, housing, books, meals.

**46/54% MALE-TO FEMALE RATION**

**108 COUNTRIES REPRESENTED**

**27% DOMESTIC STUDENTS OF COLOR**

## Distribution Area



## Introduction

The Suffolk Journal is a free, college student-produced newspaper in Boston, MA with a focus on Suffolk University news, sports, and entertainment though many local and national topics are also covered in both the News and World News section. The Daily Orange is distributed widely throughout the University area and well into the City of Boston, making the paper more than just your average college-based newspaper.

## Distribution Information

On the Suffolk University campus, you can find The Suffolk Journal in nearly every building whether it be a dorm, academic, administrative, or commercial building.

## Details

500 copies are distributed across campus by The Suffolk Journal's staff.

September

21 & 28

December

7

March

1, 29

October

5, 19, 26

January

Online Only

April

15, 12, 19

November

2, 9, 16

February

1, 8, 15, 22

June

1

## Effective: catch their eye every time

A newspaper ad typically provides a call to action, a graphic or two, maybe a special offer and special type. These ads attract as they are displayed among hard-hitting news, features and sports stories.

**New lower rates!**  
**Make your ad stand out in color!**  
 Increase the brand recognition of your product or service by taking out an ad in color.

**Ready to pull out your ad?**  
**Unsure of what you want?**  
**We can help.**  
 Email [Suffolkads@gmail.com](mailto:Suffolkads@gmail.com) to get in touch.

### In Black and White (print edition)

Print Edition	Size (Inches)	Student Organization Rate	On-Campus Rate	Off-Campus Rate
1/8 page	5.25 x 3.25	\$55	\$110	\$150
1/4 page	5.25 x 6.75	\$70	\$140	\$190
1/2 page	10.5 x 7.805	\$100	\$200	\$270
Full page	10.5 x 14.75	\$200	\$400	\$500

### In Color (print edition)

Print Edition	Size (Inches)	Student Organization Rate	On-Campus Rate	Off-Campus Rate
1/8 page	5.25 x 3.25	\$68.75	\$137.50	\$187.50
1/4 page	5.25 x 6.75	\$87.50	\$175	\$237.50
1/2 page	10.5 x 7.805	\$125	\$250	\$337.50
Full page	10.5 x 14.75	\$250	\$500	\$625

### Online (per week)

Web Edition	Size (Pixels)	Student Organization Rate	On-Campus Rate	Off-Campus Rate
Web Banner/ Header	728 x 90	\$30	\$60	\$75
Web Banner/ Footer	728 x 90	\$26	\$52	\$65
Side Bar / Header	300 x 250	\$20	\$40	\$50
Side Bar / Footer	300 x 250	\$18	\$36	\$45
Side Bar / Header	300 x 100	\$16	\$32	\$40
Side Bar / Footer	300 x 100	\$14	\$28	\$35

*\*Prices per week*