

About Us

The Free Press is the University of Southern Maine's weekly campus newspaper. We publish on Mondays throughout the Fall and Spring semesters — approximately 22 issues per year.

The University of Southern Maine is comprised of three campuses — Portland, Gorham and Lewiston Auburn. It is the largest university within the University of Maine System.

We publish 2,800 - 3,000 copies of every issue, which are dropped off at 44 different locations on the Portland and Gorham campuses and also at 17 off-campus locations in Portland and Gorham.

Our student and community readers are young, engaged and active, and we have 1,600+ fans on Facebook and 2,800+ followers on Twitter.

USM by the Numbers

Enrollment:

8,428 Total Enrollment
6,628 Undergraduate
1,544 Graduate Students
256 Law Students

Demographics:

59.3% Female
40.7% Male
90.7% Maine Residents
9.3% Non-Maine Residents
Average Student Age is 27
1,023 Live On Campus
7,405 Live Off Campus



Publication Dates

Fall Semester		Spring Semester	
September	5	January	23
September	12	January	30
September	19	February	6
September	26	February	13
October	3	February	27
October	24	March	6
October	31	March	20
November	7	April	10
November	14	April	17
December	5	April	24
December	12	May	1

Contact Us

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National Rate Card

2016 - 2017

the free press

The University of Southern Maine's Student Newspaper



Connected to **students**
Connected to the **community**
Find your customers **here**

Ad Sizes

1 Run

3 Runs

11 Runs

22 Runs

Full Page
(70 CI)
9.75" x 10.5"



\$675 B&W / issue
\$800 Color / issue

\$610 B&W / issue
\$720 Color / issue

\$540 B&W / issue
\$640 Color / issue

\$475 B&W / issue
\$560 color / issue

Half Page
(35 CI)
9.75" x 5.1875"



\$350 B&W / issue
\$420 Color / issue

\$315 B&W / issue
\$375 Color / issue

\$280 B&W / issue
\$335 Color / issue

\$245 B&W / issue
\$295 Color / issue

Quarter Page
(18 CI)
4.8125" x 5.1875"



\$185 B&W / Issue
\$220 Color / Issue

\$170 B&W / Issue
\$205 Color / Issue

\$150 B&W / Issue
\$180 Color / Issue

\$130 B&W / Issue
\$155 Color / Issue

Eighth Page
(9 CI)
4.8125" x 2.513"



\$95 B&W / Issue
\$115 Color / Issue

\$85 B&W / Issue
\$105 Color / Issue

\$75 B&W / Issue
\$90 Color / Issue

\$65 B&W / Issue
\$80 Color / Issue

Inserts

Max Dimensions: 11" X 10"
Cost: \$75 per double sided page for full run

Inserts must be approved 7 days prior to insertion and arrive at the printer 3 days prior to insertion. Inserts should be delivered in tie and bundle. Please contact us for address.

Submission Guidelines

All advertising must be submitted in correct dimensions.

All text and images must be included.

Submissions are preferred by email. Proofs of actual size are encouraged. The Free Press **does not** accept Microsoft Office documents for advertising.

Graphic Designing Services

The Free Press will design advertisements for no charge if the advertisement is only used in The Free Press. The advertiser will be charged \$35 if the designed ad will be used in other publications.

Mechanical Requirements

Format: Flat Tabloid

Columns: Six 1.52" columns with .125" gutters

Print Area: 9.75" x 10.5"

File type accepted: TIFF, EPS, PDF or PSD.

PDFs and flattened TIFF preferred. All fonts should be embedded or converted to paths where applicable. All images should be CMYK composites for color and Grayscale for B/W with high resolution images and 300 DPI.

E-mail ad materials to: ads@usmfreepress.org

Deadlines

Space must be reserved no later than Wednesday by 5 p.m., one week prior to publication date.

Column Inch Policy

The Free Press accepts custom size advertisements based on the column inch. Advertisements will be charged at the column inch rate shown at the top right.

Ads 3 columns horizontal or less and greater than 10 inches vertically will be charged by the full column. Ads of 4 to 5 columns horizontal and exceeding 8 inches will be charged for the full page rate.

Column Inch Rate

Black & White
\$11.50 Per Column Inch

Process Color
\$13.50 Per Column Inch

Ad Placement

Full Back Page:
\$875 (per issue)

Requirements: Must be color and run for at least three consecutive issues.

The Free Press will attempt to accommodate position requests but doesn't guarantee placement within the requested area except for back page.