



# The Wood Word

Marywood University's Official Student Newspaper

Official Media Kit 2011-2012 School Year

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## **The Wood Word Advertising Rates**

Effective August 2011

<b>Size</b>	<b>1 issue</b>	<b>2 issues</b>	<b>3 issues</b>	<b>4 issues</b>	<b>5 issues</b>	<b>6 issues</b>	<b>7 issues</b>	<b>8 issues</b>
1/8 page B/W	\$50	\$90	\$125	\$155	\$180	\$200	\$215	\$230
1/4 page B/W	\$75	\$135	\$190	\$240	\$285	\$325	\$360	\$385
1/2 page B/W	\$125	\$230	\$325	\$410	\$485	\$550	\$605	\$650
Full page B/W	\$200	\$370	\$520	\$650	\$760	\$850	\$920	\$990

### **Circulation**

1,000 print copies plus online distribution at [www.thewoodword.org](http://www.thewoodword.org)

### **Ad placement/format**

Available placement on pp. 2-7 and pp. 10-15. All ads should be emailed as a .jpeg format in black and white.

### **Ad Design**

Let our design team create an effective and creative ad for you to suit your business goals and objectives. Add \$25 to above rates per design request.

### **Fall 2011 Semester (4 16-page issues)**

#### **Production Schedule**

Sunday, September 11  
Sunday, October 9  
Sunday, November 6  
Sunday, December 4

#### **Publication Schedule**

Week of September 12  
Week of October 10  
Week of November 7  
Week of December 5

### **Spring 2012 Semester (4 16-page issues)**

#### **Production Schedule**

Sunday, January 29  
Sunday, February 26  
Sunday, April 1  
Sunday, April 29

#### **Publication Schedule**

Week of January 30  
Week of February 27  
Week of April 2  
Week of April 30

### **Specs Sheet**

11 x 11-page size  
9.875 x 9.875-layout

**\*All advertising copy due no later than one week prior to production.**

## Backgrounder on the Wood Word

- **Target audiences**
  - Students, faculty, and staff at Marywood
    - Approximately 2,300 undergraduate students and 1,200 graduate/doctoral students. (Marywood.edu)
    - 400 faculty members at Marywood (Marywood.edu)
- **Completely student-run newspaper**
  - Staff is made up of a variety of majors
- **A total of 8 issues, 16 pages each**
- **Internet/Social media presence**
  - **Facebook** (<https://www.facebook.com/pages/The-Wood-Word-at-Marywood-University/237390899629881>)
  - **Twitter** (<http://www.twitter.com/#!/TheWoodWord>)
  - **Website** (<http://www.thewoodword.org>)