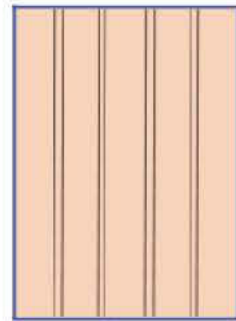
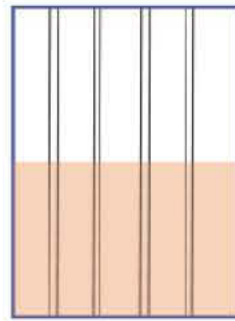


Print Advertising Sizes



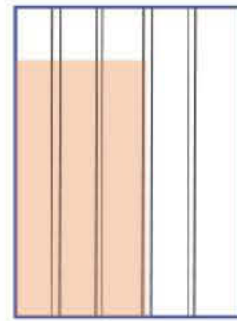
Full Page

5 col (9.5")W x 14.5" H



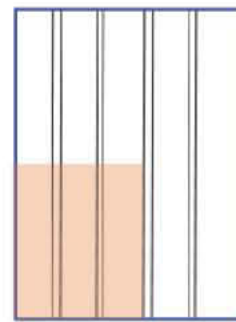
Half Page

5 col (9.5")W x 7.25" H



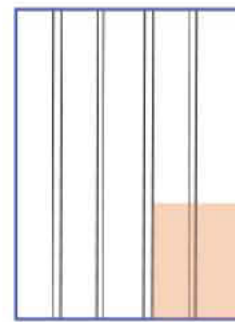
Half Page

3 col (5.63")W x 12" H



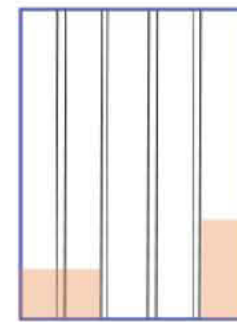
Quarter Page

3 col (5.63")W x 7.25" H



2X5

2col (3.70")W x 5" H



Business Card

2 col (3.70")W x 2"H

OR

1 col (1.76") W x 4" H

2016-2017 Advertisement Rates

Ad Size	Local Rate		National Rate	
	BW	Color	BW	Color
Full Page	\$670.00	\$797.50	\$851.88	\$978.75
Half Page	\$342.25	\$407.00	\$434.75	\$499.50
Quarter Page	\$201.19	\$239.25	\$255.56	\$293.62
2X5	\$92.50	\$110.00	\$117.50	\$135.00
Business Card	\$37.00	\$44.00	\$47.00	\$54.00

Please visit tnhonline.campusave.com to place and price a Classified ad with The New Hampshire.

Publication Dates

August: 25
September: 8, 12, 15, 19, 22, 26, 29
October: 3, 6, 10, 13, 17, 20, 24, 27, 31
November: 3, 7, 10, 14, 17, 21
December: 1, 5
January: 30
February: 2, 6, 9, 13, 16, 20, 23, 27
March: 2, 6, 9, 23, 27, 30
April: 3, 6, 10, 13, 20, 24, 27
May: 4

Special Editions

- **Freshman Issue:** August 25
- **Homecoming Issue:** September 29
- **Dining Guide/Family Weekend Issue:** October 13
- **Halloween Issue:** October 31
- **Election Issue:** November 7
- **Veteran's Day Issue:** November 10
- **Valentine's Day Issue:** February 13
- **Graduation Issue:** April 27
- **Summer Issue:** May 4

THE NEW HAMPSHIRE

2016-2017 RATE CARD



The New Hampshire
 Memorial Union & Student Activities, Room 132
 83 Main Street
 Durham, NH 03824

TNH.advertising@unh.edu

603-862-1490

tnhdigital.com



The independent student paper of the University of New Hampshire
 since 1911

About Us

The New Hampshire is the independent student newspaper for The University of New Hampshire. We've published twice a week since 1911.

Newspaper Information

Circulation: 3700
Frequency: Twice a week
Days Published: Monday and Thursday
Number of Issues: 47
Format: 5 Column Tabloid

Demographics

Undergraduate Students: 13,034
Graduate Students: 2,529
Average Student Age: 20 years of age
Male Students: 46%
Female Students: 54%
Students living on campus: 56%
First Years living on campus: 94%

Faculty/Staff: Over 4,000
Alumni: Over 130,00

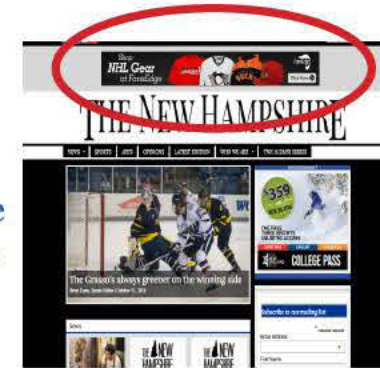
Column Inches to Inches Conversion

1 column inch = 1.76"
2 column inches = 3.70"
3 column inches = 5.63"
4 column inches = 7.57"
5 column inches = 9.5"

Online Advertising

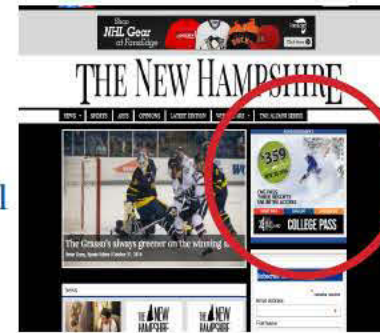
Banner: 728 x 90 pixels

\$120 per 7 days. Runs at the top of the website, and will display on all pages.



Box: 300 x 250 pixels

\$200 per 7 days. Runs in the right-hand column above the "fold", and will display on all pages.



Premium Print Advertising

Maximum Size: 5col (9.5") W x 3" H
Front Page Rate: \$75/col inch
Back Page Rate: \$50/col inch



Deadlines and Discounts

Deadlines

Monday Publication: Ads must be in by Thursday at noon
Thursday Publication: Ads must be in by Monday at noon

Ads requiring a proof must be submitted at least 7 days prior to the publication date.

Discounts

UNH Alumnus and Non-Profit Organizations: 10%
UNH Departments/Affiliates: 20% (P-Card ONLY)
Frequency Discount: 10% for every issue per semester
5% for half of the issues per semester

