Advertising & Media Kit

Address
The Review
University of Delaware
250 Perkins Student Center
Second Floor
Newark, DE 19716

Contact
ads@udreview.com
302-831-1398
For editorial inquiries, contact
eic@udreview.com

Online & Social
www.udreview.com
www.facebook.com/udreview
www.twitter.com/udreview
@udreview
Our website is a 2014 Pacemaker Award Winner
Why advertise with the Review?

The Review is the independent, student-run newspaper of The University of Delaware. In addition to strategic print delivery locations (see left), our growing online presence will enable you to deliver your advertisement to thousands of consumers, including alumni, businesses, faculty, residents and students.

Additionally, The Review serves as a training ground for future generations of journalists and leaders. At The Review, dozens of students work to serve the community by providing news and commentary while developing their ability to write, think critically, and lead. We rely on advertisements to support all of our costs, including but not limited to printing, web hosting, story coverage.

By advertising with The Review, you are helping generations of students and the community we serve by ensuring that we can continue to investigate and write important stories both in print and online.

We are a member of the Associated Collegiate Press and have been established since 1882.

Publication dates:
(spring break week of 4/2 —will not be publishing)

1. 2/12  8. 4/9
2. 2/19  9. 4/16
3. 2/26  10. 4/23
4. 3/5   11. 4/30
5. 3/12  12. 5/7
6. 3/19  13. 5/14
7. 3/26

The Fall 2018 Staff. We support all of our costs through advertisements. By advertising, you allow us to continue producing our print and online editions.

The Review is not liable for any loss or expense that results from the publication or omission of any advertisement. Compensation for errors made by The Review is at the discretion of the Advertising Director. Typographical and other minor errors made by The Review are refunded at 10% of ad cost. Please read your ad the first time it appears, at The Review will only discount for typographical errors in the first appearance of any ad. All advertising copy is subject to approval by the Advertising Director prior to publication. The Review reserves the right to delete, edit or cancel any advertising material which does not meet the criteria set forth in the Review Advertising Policy, violents the Code of Ethics, or in any way diminishes the high standards of the newspaper. The Review also reserves the right to deem any advertising material inappropriate as to time, place or intent. The Review is free to add the word “Advertisement” to any material. Anonymously placed ads will not be accepted. The Review will not mail to P.O. Boxes. By advertising with The Review, a client agrees to the terms and conditions of this advertising kit and agrees to comply with The Review’s advertising policies.
Online
(Average of 40k views monthly. Website updated daily throughout semester)

BOX 300 x 250 pixels
National $170 | Local $120 | Nonprofit $90

BANNER 1100 x 100 pixels
National $170 top | $120 bottom
Local $120 top | $90 bottom
Nonprofit $90 top | $70 bottom
All online ad prices per week

DEADLINES:
Submit ads to ads@udreview.com by 6 p.m. Wednesday for the following Tuesday’s issue.
Print ads as PDF, online ads as JPEG, PNG, GIF.
Inserts must be delivered to Journal Register Offset / 390 Eagleview Blvd / Exton, PA 19341 at least 14 days prior to insertion.
Post-Its must be delivered one week prior to insertion.
Ad editing: 8 days prior to publication.

Nonprofits must be registered 501(c) (3); includes university departments. Local for profit includes businesses in state of Delaware; Cecil County, MD; Salem County, NJ; Delaware County, PA; and Chester County, PA. Excludes national chains. National for profit includes all others not listed above.

Contact ads@udreview.com with questions.

PAYMENT:
Submit cash and checks to The Review. Submit ERFS to Webforms. If paying by credit card, see http://www.udel.edu/reviewadpay
All new advertisers must prepay. Prepayments must be submitted by 6 p.m. Wednesday before publication. Account payments due within 30 days of invoice. To open an account, contact reviewbusiness@gmail.com. If you become delinquent, the Business Manager may discontinue your account. Once invoices are paid, you will be allowed to advertise as a prepaid client.
Late payments are not tolerated and late fees and legal action may apply in cases of delinquent clients. It is the advertiser’s responsibility to notify The Review of changes to address/contact information.