

VANDERBILT STUDENT MEDIA ADVERTISING

Following is an overview of the advertising options available through Vanderbilt Student Media:

The **Vanderbilt Hustler Student Newspaper**, published since 1888, has long been considered to be the “Voice of Vanderbilt.” The Hustler is published every Monday, Wednesday and Friday while school is in session (late August through late April). Very popular with students and advertisers wanting to reach our affluent student body, faculty, staff, parents and alumni. Circulation of 6,500, hard copy readership of 11,000 and an additional 8,000 readers of the Hustler in PDF format at Insidevandy.com. To read the Hustler and Versus online exactly as they appear in hard copy, go to insidevandy.com and click on the “View print issue” block near the bottom right of the home page. The Vanderbilt Hustler is distributed as a free publication in 55 open racks across our campus.

Special Hustler publications:

Welcome to Nashville- Published Aug. 21, 2009. This highly anticipated issue has become a favorite for advertisers, students, parents, alumni faculty and staff- published just prior to student move in weekend. Welcome to Nashville is a popular resource guide for new and returning students. This special issue provides a valuable overview of life on campus with answers to frequently asked questions. Welcome to Nashville also provides valuable tips on where to go for dining, shopping, entertainment and more. Reaches all new freshmen and their parents who are in town together for move in and orientation.

Year in Review - Final issue of the 09-10 academic year on April 28, 2010. 10,000 copies published (50% more than normal). Plenty of copies are available for family members attending graduation on May 9. Year in Review is a nostalgic look back at the top stories that impacted the Vanderbilt community over the 09-10 academic year. This is a keepsake issue with excellent ad recall and response potential.

Hustler summer Entertainment issue - This midsummer issue goes on the racks June 2, 2010. This special issue is published with emphasis on local Arts and Entertainment, Music reviews, upcoming concerts, fashion and dining.

We have expanded our advertising opportunities to include online advertising at Insidevandy.com:

InsideVandy.com- On line advertising—On line advertising has exploded in popularity in recent years. More and more savvy advertisers are finding that on line advertising is a very cost-effective medium. InsideVandy.com will be the home page for our expanded multi media offering. Static and flash/animated tower ads are available.

**Contact George Fischer- Advertising Director – Vanderbilt Student Media
(615)-322-1884 • george.h.fischer@vanderbilt.edu**

**All Vanderbilt campus departments and student organizations call 2-4237
or e-mail advertising@vanderbilthustler.com.**

VANDERBILT STUDENT MEDIA ADVERTISING RATES

THE VANDERBILT HUSTLER

LOCAL RATE (apply to all non campus businesses with corporate headquarters in Tennessee and no branches/stores outside of Tennessee)
\$12.50 COLUMN INCH

NATIONAL RATE (apply to all businesses with corporate headquarters and branches/stores outside of Tennessee)
\$15 COLUMN INCH

SIZE AD	COLUMN INCHES	ACTUAL SIZE	LOCAL COST PER AD	NAT'L COST PER AD
FRONT PAGE BANNER	6 col 2"	11.63" wide x 2" tall	\$300 (includes color)	\$350
BACK PAGE BANNER	6 col 2"	11.63" wide x 2" tall	\$300 (includes color)	\$350
CROSSWORD SPONSOR	3 col x 1.5"	5.75" wide x 1.5" tall	\$200 (includes color)	\$250
SUDOKU SPONSOR	3 col x 1.5"	5.75" wide x 1.5" tall	\$200 (includes color)	\$250
FULL PG	6 col x 21"	11.63" wide x 21" tall	\$1575	\$1890
1/2 PG	6 col x 10.5"	11.63" wide x 10.5" tall	\$787.50	\$945
1/4 PG	3 col x 10.5"	5.75" wide x 10.5" tall	\$393.75	\$472.50
1/8 PG	3 col x 5"	5.75" wide x 5" tall	\$187.50	\$225
DOUBLE TRUCK (2 PGS)	13 col 21"	25.09" wide x 21" tall	\$3412	\$4095

COLOR CHARGES (each ad run)

\$100 SPOT COLOR

\$300 FULL COLOR

\$600 FULL COLOR FOR DOUBLE TRUCK

PRE-PRINTED INSERTS RATE

\$100 per 1000 inserts

No partial runs accepted

Full Run = 6500 Inserts = \$650

Special Issues = 10,000 Inserts = \$1000

THREE advertising opportunities **YOU DON'T** want to miss!

In addition to the Welcome to Nashville issue on Aug. 21, 2009 and the Year in Review issue on April 28, 2010- you don't want to miss out on these special issues:

BACK TO SCHOOL

Our first issue of the 2009-10 school year comes out **August 26, 2009**. Reach many of our 11,500 students, 20,000 faculty and staff and 18,000 local alumni early in the semester and start building your customer base at Vanderbilt. We distribute 6,500 hard copies in racks across our campus. Thousands of additional readers now read the Hustler by going to inside-vandy.com and clicking on the "view print issue" box near the bottom right of the home page. We have a lot of alumni, faculty, staff, and parents who now read the Hustler on line. On line advertising is available too at **Inside-Vandy.com**.

FAMILY WEEKEND

Parents, siblings and relatives of Vanderbilt students come to our campus this year the weekend of **October 2, 2009**. The Family Weekend issue is on that Friday, October 2. Formerly called Parent's weekend, Family Weekend has traditionally had a tremendous impact on the local economy. If you offer products or services that appeal to college students (as well as Mom and Dad), **Family Weekend** could be one of your biggest retail sales weeks of the year! Many advertisers will advertise the Monday, Wednesday and Friday leading up to **Family Weekend** and realize a substantial return on their investment.

HOME COMING WEEKEND

Reach thousands of alumni of all ages while they congregate and reminisce on campus, read the Hustler Homecoming issue for the latest campus news and head out to the big game. Homecoming issue is **October 16, 2009**.

Deadline for space reservations and art submission is 4 business days prior to publication.

Download a full media kit at www.vscmedia.org/advertising.html

Contact George Fischer at 615-322-1884 or 615-310-3336 for questions or to place your order.

You can also send an E-mail to george.h.fischer@vanderbilt.edu



VERSUS ARTS AND ENTERTAINMENT

Versus is the Wednesday issue of the Vanderbilt Hustler and focuses on Arts and Entertainment and is distributed in the same manner as all of our Hustler issues. A PDF version of each Hustler and **Versus** issue is accessible by going to insidevandy.com, clicking on the box near the bottom right of the home page for the print issues.

Average readership per publication is 20,000.

The Hustler maintains its focus on delivering timely and relevant Vanderbilt campus news, issues, sports and opinion as it has since 1888. The **Versus** paper serves as a weekly arts, entertainment, dining, fashion and shopping resource guide for the Vanderbilt community.

Unlike the weekly tabloid entertainment publications in Nashville, **Versus** is written with the Vanderbilt community in mind.

Vanderbilt students eat often at white tablecloth restaurants, frequently go to many of the local nightclubs, and shop at Nashville's finest stores. Versus has many faculty, staff and alumni readers as well.

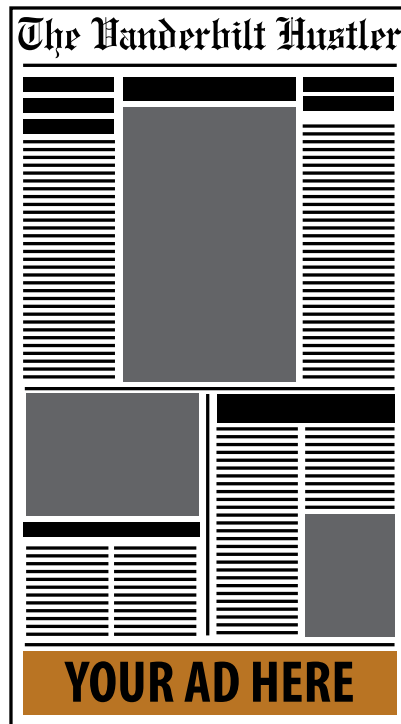
*The other Nashville entertainment publications are distributed across an eight-county area. The **Versus** distribution model and target audience is the same as The Vanderbilt Hustler campus newspaper. Most readers of your ads will be affluent, have a much higher than market average level of discretionary spending power, and will work and/or live within minutes of your business.*

The Hustler is available to our 11,500 students, their parents, 22,500 faculty and staff, and 122,000 alumni (18,000 alumni live in Nashville) and **anyone** with access to a computer.

Nashville's Oldest Newspaper Is Offering a Front Page Banner and a Back Page Banner Ad

If you are an advertiser who:

- A. Wants to reach a predominately young audience with a high level of discretionary spending power and a secondary audience of affluent college faculty and staff
- B. Appreciates the value of securing advertising on the front and back page of a newspaper
- C. Wants to rapidly build top-of-mind awareness and brand loyalty



11.63-inches wide by
2-inches tall

Crossword and Sudoku Sponsorship

Sponsoring the Vanderbilt Hustler Crossword puzzle and Sudoku puzzle will create a partnership with Vanderbilt that will go a long way in building a loyal customer base among Vanderbilt students, faculty, staff and alumni! The crossword ad space and Sudoku ad space will run across the top of the puzzles and will measure 5.75" wide by 1.5" tall. Full color is included at no extra charge!

A typical print ad will get the readers attention for 15-30 seconds. A puzzle sponsorship ad will create a captive audience for your ad for up to an hour!

5.75-inches wide by
1.5-inches tall

INTERIOR PAGE

YOUR AD HERE				YOUR AD HERE			
3		2	1				
4		7	5				
8	2	7	5	4			
9	5	7	5	4			
3	8		5	9	7		
6	3	5	6	9			
			4				
			8				

Solutions

5.75-inches wide by
1.5-inches tall

VANDERBILT HUSTLER AND VERSUS PUBLICATION DATES

AUGUST 2009

S	M	T	W	T	F	S
16	17	18	19	20	<u>21</u>	22
23	24	25	<u>26</u>	27	<u>28</u>	29
30	<u>31</u>					

SEPTEMBER 2009

S	M	T	W	T	F	S
		1	<u>2</u>	3	<u>4</u>	5
6	<u>7</u>	8	<u>9</u>	10	<u>11</u>	12
13	<u>14</u>	15	<u>16</u>	17	<u>18</u>	19
20	<u>21</u>	22	<u>23</u>	24	<u>25</u>	26
27	<u>28</u>	29	<u>30</u>			

OCTOBER 2009

S	M	T	W	T	F	S
				1	<u>2</u>	3
4	<u>5</u>	6	<u>7</u>	8	<u>9</u>	10
11	<u>12</u>	13	<u>14</u>	15	<u>16</u>	17
18	<u>19</u>	20	<u>21</u>	22	23	24
25	<u>26</u>	27	<u>28</u>	29	<u>30</u>	31

NOVEMBER 2009

S	M	T	W	T	F	S
1	<u>2</u>	3	<u>4</u>	5	<u>6</u>	7
8	<u>9</u>	10	<u>11</u>	12	<u>13</u>	14
15	<u>16</u>	17	<u>18</u>	19	<u>20</u>	21
22	23	24	25	26	27	28
29	30					

DECEMBER 2009

S	M	T	W	T	F	S
		1	<u>2</u>	3	<u>4</u>	5
6	<u>7</u>	8	<u>9</u>	10	11	12

JANUARY 2010

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	<u>13</u>	14	<u>15</u>	16
17	<u>18</u>	19	<u>20</u>	21	<u>22</u>	23
24	<u>25</u>	26	<u>27</u>	28	<u>29</u>	30
31						

FEBRUARY 2010

S	M	T	W	T	F	S
	<u>1</u>	2	<u>3</u>	4	<u>5</u>	6
7	<u>8</u>	9	<u>10</u>	11	<u>12</u>	13
14	<u>15</u>	16	<u>17</u>	18	<u>19</u>	20
21	<u>22</u>	23	<u>24</u>	25	<u>26</u>	27
28						

MARCH 2010

S	M	T	W	T	F	S
	<u>1</u>	2	<u>3</u>	4	<u>5</u>	6
7	8	9	10	11	12	13
14	15	16	<u>17</u>	18	<u>19</u>	20
21	<u>22</u>	23	<u>24</u>	25	<u>26</u>	27
28	<u>29</u>	30	<u>31</u>			

APRIL 2010

S	M	T	W	T	F	S
				1	<u>2</u>	3
4	<u>5</u>	6	<u>7</u>	8	<u>9</u>	10
11	<u>12</u>	13	<u>14</u>	15	<u>16</u>	17
18	<u>19</u>	20	<u>21</u>	22	<u>23</u>	24
25	<u>26</u>	27	<u>28</u>	29	30	

APRIL 28, 2010
YEAR IN REVIEW SPECIAL ISSUE

JUNE 2, 2010
WELCOME TO SUMMER SPECIAL ISSUE

AUGUST, 2010 (DATE TBD)
WELCOME TO NASHVILLE SPECIAL ISSUE

SPECIAL DATES

August 21, 2009

Welcome to Nashville special Hustler issue

August 26, 2009

Back to School Issue
Fall Semester

October 2, 2009

Family Weekend

October 16, 2009

Homecoming Issue

October 21, 2009

Last issue before Fall Break

November 20, 2009

Last issue before Thanksgiving Break
(Nov. 21- Nov. 29)

December 9, 2009

Last issue of Fall Semester

January 13, 2010

Back to School Issue Spring Semester

March 5, 2010

Last issue before Spring break (March 6- Mar. 14)

March 17, 2010

First Issue back from Spring Break

April 26, 2010

Final issue of Academic Year

April 28, 2010

Special Year in Review Hustler issue

June 2, 2010

Welcome to Summer Special Issue

August, 2010 (DATE TBD)

Welcome to Nashville Special Issue

6500 copies are distributed to the Vanderbilt Community on these publishing dates.
We print 10,000 copies of our Welcome to Nashville issue and Year in Review issue.

VANDERBILT STUDENT MEDIA ONLINE ADVERTISING RATES

INSIDE VANDY.COM

Insidevandy.com is the online source for student media at Vanderbilt University.

It serves the Vanderbilt Community by:

- Providing an online outlet for news, features, commentary, photos, videos and other creative content produced by students in Vanderbilt student media
- Allowing members of the Vanderbilt community to participate in the creation of content and connect with one another through an interactive Web site
- Using the power of the Internet, Insidevandy.com aims to improve the way student media is created and disseminated and to empower members of the Vanderbilt community to tell their own stories.
- Allowing all visitors to access the Vanderbilt Hustler by clicking on the “view print issue” box located near the bottom right of the home page. Both the Hustler and Versus are widely read in PDF format by our 22,500 faculty/staff, our 5,000 grad students and 122,000 alumni.

STATIC TOWER ADS

FULL TOWER AD (120px X 500px)

\$800/month for 1 month
\$700/month for 3 months
\$600/month for 6+ months

HALF TOWER AD (120px X 240px)

\$600/month for 1 month
\$500/month for 3 months
\$400/month for 6+ months

FLASH/ANIMATED TOWER ADS

FULL SIZE FLASH TOWER AD (120px X 500px)

\$900/month for 1 month
\$750/month for 3 months
\$600/month for 6+ months

HALF SIZE FLASH TOWER AD (120px X 240px)

\$700/month for 1 month
\$600/month for 3 months
\$500/month for 6+ months

Two large and two small tower ads will run down the right side of the home page as well as each of the subsequent click through pages. Ads will rotate placement in a random order. All on line ads will be sold in 4-week blocks. Each week officially starts Sunday and runs through the following Saturday.

TEXT LINKS

Text links will be offered in the space below the half banner ad on the right side of the home page and will be sold in 4-week blocks.

\$200/month for 1 month
\$175/month for 3 months
\$150/month for 6+ months

VANDERBILT HUSTLER PRE-PRINTED INSERTS

Pre-printed inserts are placed and distributed in 6,500 copies of the Vanderbilt Hustler. No partial runs accepted.

- **Rate for full run = \$650**
- **Minimum size of insert: 3" x 5"**
- **Maximum size of insert: 9" x 12"**

All inserts must be reserved far enough in advance to allow arrival of the inserts at the printer at least 5 business days prior to publication date. Multiple advertiser inserts and/or accordion folds are not accepted.

Send inserts to:

Franklin Web Printing

115 Beasley Drive, Century Park

Franklin, TN 37064

615- 794-7181

***Indicate the advertiser, amount to be inserted and the publication date on each box of inserts. Local advertisers typically drive the inserts to the printer to save on shipping costs.**

Vanderbilt Hustler *Special* Media Publications

Year and Review and *Welcome to Nashville* are very popular Vanderbilt Hustler issues. Both issues offer a unique opportunity to reach students and parents at the best possible time for most advertisers- while the family is together in Nashville for several days. Following is an overview of these two issues, followed by a separate page on each publication with details.

A. *Welcome to Nashville*- Traditionally, the largest issue of the entire year, this valuable resource guide provides incoming freshmen and their parents a comprehensive look at what the Vanderbilt campus and the surrounding Nashville community have to offer. Welcome to Nashville has a lengthy shelf life. It goes on the racks Aug. 21, 2009 just in time for Freshman orientation and stays on the racks until our first regular issue comes out on August 26, 2009.

B. *Year in Review*- This highly anticipated final issue of the regular school year comes out April 28, 2010 as a nostalgic look back at the events that impacted the Vanderbilt community over the academic year. It reaches graduating students while they are together with their parents during a time of joy and celebration and reaches underclassmen who will be returning in the fall. This valuable keepsake will provide multiple advertising impressions for many months and years to come as many of our affluent readers choose to relive the events that shaped the course of Vanderbilt University.

We will print 10,000 copies of each keepsake publication. That's 3,500 more than our normal hard copy distribution of 6,500. Now that every issue of The Vanderbilt Hustler can be accessed by going to Insidevandy.com, your ads are now available to all of our off campus readers including parents, 18,000 local alumni and 120,000 total alumni. We have over 46,000 unique visitors and over 850,000 page views each month on InsideVandy.com and online advertising is available.



Welcome to Nashville

The Vanderbilt Hustler's "Welcome to Nashville" issue will provide incoming students and parents a comprehensive look at what the Vanderbilt campus and the surrounding Nashville community have to offer. In an attempt to expose new students to life beyond the "Vanderbubble," the issue will include an overview of attractions, dining and shopping options around the city, and other areas of interest. It will also serve as a resource guide, addressing the students' most frequently asked questions.

Many of our new students will be unfamiliar with Nashville. They will need to know where to go for a variety of goods and services including but not limited to furnishings for their rooms, clothing stores, restaurants and nightclubs, area malls, auto maintenance, banks and much more. Recently some of our approved Vanderbilt vendors have seized this unique opportunity to show their support for Vanderbilt by placing ads in our *"Welcome to Nashville."* In addition to our 93% student readership, this issue is popular with faculty and staff business decision makers.

10,000 copies are placed on our 55 racks on August 21, 2009, just in time for Freshman orientation. A lot of parents will pick up copies as well.

The *"Welcome to Nashville"* issue will have considerably more readers than our normal issues. We now have many off campus readers including parents and alumni who access the paper by going on line at Insidevandy.com

Make a lasting impression with the Vanderbilt community by advertising in our "Welcome to Nashville" issue on August 21, 2009, and dramatically increase your market share by advertising often in the Vanderbilt Hustler through out each academic year. Frequency is the key to successful advertising.



Year *in* Review

The Vanderbilt Hustler's "Year in Review" will provide a comprehensive look back at the most important stories that impacted the Vanderbilt community during the 2009-10 school year. This special issue is published April 28, 2010. It is also referred to as the "graduation issue." *"Year in Review"* will provide the Vanderbilt community with a nostalgic look back at this monumental year and will give parents and alumni a glimpse of the events that defined the future of Vanderbilt.

We will print 10,000 copies of this keepsake edition on April 28, 2010. The Year in Review will also be available to family members at Graduation on May 8, 2010.

Parents will want to reward their graduates with commemorative gifts, and graduation at Vanderbilt is a highly anticipated event among Nashville retail stores, restaurants, storage facilities, apartment complexes and realtors, financial institutions, automotive dealerships and more. **This keepsake issue gives your advertising message shelf life that could be measured in years!**

Make a lasting impression with the Vanderbilt community by advertising in our "Year in Review" issue on April 28, 2010, and dramatically increase your market share by advertising often in the Vanderbilt Hustler throughout each academic year. Frequency is the key to successful advertising.



Year in Review & Welcome to Nashville *Rates and Deadlines*

Rates

- Quarter page- \$600
- Half page- \$1000
- Full page- \$1,900
- Back cover- \$2,500
- Front page banner- \$750

Color

- Spot color - \$100 per color
- Full color- \$300

Deadlines

Welcome to Nashville Deadlines

- Space and art submission - August 17, 2009
- Distribution begins August 21, 2009

Year in Review Deadlines

- Space and art submission-April 23, 2010
- Distribution begins April 28, 2010

Half Page 11.63" x 10.5" \$1000	
Quarter Page 5.75" x 10.5" \$600	Full Page 11.63" x 21" \$1900
Front page banner 11.63" x 2" \$750	

Hustler

Arts and Entertainment

Fall Preview

This issue offers a unique look at Nashville's nightlife, restaurants, shopping and fashion and much more- all written from a Vanderbilt student's perspective.

This special summer issue comes out June 2, 2010 and will be a highly anticipated entertainment guide for new and returning students. We will initially put out 2,500 copies for our summer school students.

The remaining 4,000 copies will be made available for freshman/parent orientation and returning undergrads. (date to be determined)

Rates

Quarter page- \$500

Half page- \$950

Full page- \$1,850

Back cover- \$2,500

Front page banner- \$750

Color

Spot color - \$100 per color

Full color- \$300

Deadlines

Space and art submission-May 28, 2010

Distribution begins June 2, 2010

with another distribution in August

Half Page 11.63" x 10.5" \$950	
Quarter Page 5.75" X 10.5" \$500	Full Page 11.63" X 21" \$1850
Front page banner 11.63" x 2" \$750	

VANDERBILT STUDENT MEDIA – SUBMITTING YOUR AD

SUBMITTING YOUR AD

E-mail your ad to art@vscmedia.org and copy it to george.h.fischer@vanderbilt.edu

SPACE/COPY DEADLINE

Hustler Newspaper:

For a Monday Issue: Wednesday at 2 p.m. prior to publishing date.

For a Wednesday Issue: Friday at 2 p.m. prior to publishing date.

For a Friday Issue: Monday at 2 p.m. prior to publishing date.

On line advertising: One week prior to ad start.

PREFERRED SUBMISSION METHODS

1. E-mailed in PDF format with all fonts, art and/or logos embedded. **PDF MUST BE SUBMITTED IN THE EXACT DIMENSIONS AS OUTLINED BELOW. WE CANNOT RE-SIZE A PDF.**
2. In Design, Photoshop (original, .tif or .eps file) or Illustrator (original or .eps file). **PLEASE INCLUDE ALL FONTS, LOGOS AND ART WITH YOUR SUBMITTED AD.**

HUSTLER AD SIZES (300 DPI)

Front Page and Back Page Banner: 11.63" wide x 2" tall

Double Truck (2 page ad): 25.09" wide x 21" tall

Full page: 11.63" wide x 21" tall

Half page: 11.63" wide x 10.5" tall

Quarter page: 5.75" wide x 10.5" tall

Eighth page: 5.75" wide x 5" tall

Sudoku and Crossword Sponsor: 5.75" wide x 1.5" tall

ON LINE ADS (72 DPI)

Half: 120 px wide x 240 px tall

Full: 120 px wide x 500 px tall