The Retriever Weekly serves a market of over 15,000 students, faculty, and staff at UMBC and the surrounding community.

That’s 15,000 people you could be marketing to, either online or in print.
There’s no better way to reach our campus!

Editor-in-Chief
Samuel Manas
samanas1@umbc.edu

Advertising Manager
Shaun Baxley
bax1@umbc.edu

Business Manager
Jeremy Matthews
jermatt1@umbc.edu

General Contact
General Email:
contact@retrieverweekly.com
Advertising Email:
ads@retrieverweekly.com
Phone: (410) 455-1260
Fax: (410) 455-1265
www.retrieverweekly.com

Reach out to this market.

The UMBC market is comprised of around 15,000 students, faculty and staff. With over 11,000 undergraduate students, 2,600 graduate students, over 750 faculty, and almost 1,200 staff, UMBC has a tremendous impact on the economy of the surrounding community.

The best and only way to reach this vast market is though The Retriever Weekly! It is the #1 source for UMBC news, entertainment and sports coverage for students, faculty and staff, and is free at each location across campus. Local advertisers will speak directly with an advertising representative at The Retriever Weekly, to ensure quality service.

The Retriever Weekly is represented nationally by:

Re:fuel
151 W26th St., 12th Floor
New York, NY 10001

MJS Communications
358 Chestnut Hill Avenue
Suite 201
Brighton, MA 02135
## Print Rates

<table>
<thead>
<tr>
<th></th>
<th>UMBC Student Organization</th>
<th>UMBC Departments</th>
<th>Local Business</th>
<th>National Business</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong> Full Page</td>
<td>$400</td>
<td>$600</td>
<td>$700</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>B</strong> Half Page</td>
<td>$260</td>
<td>$390</td>
<td>$455</td>
<td>$650</td>
</tr>
<tr>
<td><strong>C</strong> Quarter Page</td>
<td>$120</td>
<td>$180</td>
<td>$270</td>
<td>$300</td>
</tr>
<tr>
<td><strong>D</strong> Eighth Page</td>
<td>$80</td>
<td>$120</td>
<td>$140</td>
<td>$200</td>
</tr>
<tr>
<td><strong>E</strong> Sixteenth Page</td>
<td>$40</td>
<td>$60</td>
<td>$70</td>
<td>$100</td>
</tr>
</tbody>
</table>

### Color

- **60% OFF**
- **40% OFF**
- **30% OFF**

**UMBC Student Organization**

- **A** Full Page: $400
- **B** Half Page: $260
- **C** Quarter Page: $120
- **D** Eighth Page: $80
- **E** Sixteenth Page: $40

**UMBC Departments**

- **A** Full Page: $600
- **B** Half Page: $390
- **C** Quarter Page: $180
- **D** Eighth Page: $120
- **E** Sixteenth Page: $60

**Local Business**

- **A** Full Page: $700
- **B** Half Page: $455
- **C** Quarter Page: $270
- **D** Eighth Page: $140
- **E** Sixteenth Page: $70

**National Business**

- **A** Full Page: $1,000
- **B** Half Page: $650
- **C** Quarter Page: $300
- **D** Eighth Page: $200
- **E** Sixteenth Page: $100

---

**Black and White**

All ads will be printed in black and white unless otherwise stated.

**Full Color**

An additional charge of **$300** will be added on to the rate given above, per issue.
Inserts

Inserts must be pre-printed, folded if larger than the print size (10.25” x 7.25”) and shipped directly to our publisher:

Schoolpaperexpress
84 East Main St.
Wappingers Falls
NY 12590

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two (8.5” x 11” or less)</td>
<td>$130</td>
</tr>
<tr>
<td>Four (8.5” x 11” or less)</td>
<td>$136</td>
</tr>
<tr>
<td>Eight (8.5” x 11” or less)</td>
<td>$142</td>
</tr>
<tr>
<td>Each additional two tab</td>
<td>$5.30</td>
</tr>
</tbody>
</table>

*Please make sure arrangements are made with the Business Manager at least two weeks in advance.*

Deadlines

A 15% fee will be charged for having our production graphics team design your advertisement. Please make sure arrangements are made with the Business and Production Managers at least one week in advance.

Circulation

*The Retriever Weekly* distributes 1,500 copies to 27 newsstands around the UMBC campus every other Wednesday during regular semesters. *The Retriever Weekly* does not publish during winter or summer terms, unless stated otherwise.

Placement & Design

The deadline for placing advertisements is three business days in advance. Please allow two additional business days for ads that require a proof.
Web Rates

retrieverweekly.com is an excellent alternative way of advertising with The Retriever Weekly, and is a great way to reach out to parents, alumni, and prospective students. Capacity for online advertising is limited and placement will be based on availability. Web advertisements last for one week.

Requirements

Files should be submitted in JPG or PNG format, and should include hover text and a link to follow for clicking on the advertisement. Pre-designed banners should be submitted at least two business days in advance. To have your advertisement designed by our graphics team, an additional 15% charge will be added to your purchase and arrangements should be made at least a week in advance.
2015/2016 Publication Schedule

<table>
<thead>
<tr>
<th></th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>S M</td>
<td>T W T F S</td>
<td>S M T W T F S</td>
<td>S M T W T F S</td>
</tr>
<tr>
<td>-----</td>
<td>-----------------</td>
<td>-----------------</td>
<td>-----------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>16</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>14</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
<th>JANUARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>S M</td>
<td>T W T F S</td>
<td>S M T W T F S</td>
<td>S M T W T</td>
</tr>
<tr>
<td>-----</td>
<td>-----------------</td>
<td>-----------------</td>
<td>-----------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>27</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>S M</td>
<td>T W T F S</td>
<td>S M T W T F S</td>
<td>S M T W T F S</td>
</tr>
<tr>
<td>-----</td>
<td>-----------------</td>
<td>-----------------</td>
<td>-----------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<p>|     | MAY             |
|     |-----------------|</p>
<table>
<thead>
<tr>
<th>S M</th>
<th>T W T F S</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

The deadline for advertisement art is three days prior to the date of publication. Art should be sent to ads@retrieverweekly.com, or to an advertising representative. You will receive an email reminder of art due before the deadline.
Special Editions

Fall 2015

- **Issue 1 - September 2: New Student edition**
  To welcome the new UMBC students to campus and the area
- **Issue 2 - September 16: Arbutus Business edition**
  To offer special discounts to our partners and supporters in Arbutus
- **Issue 4 - October 14: Homecoming edition**
  To celebrate UMBC’s history and heritage
- **Issue 5 - October 28: Halloween edition**
  To celebrate UMBC’s annual homecoming

Spring 2016

- **Issue 8 - January 27: Welcome Back edition**
  To welcome back all UMBC students for the spring semester
- **Issue 9 - February 10: Valentine’s Day edition**
  To celebrate Valentine’s Day and to offer discounts to florists
- **Issue 12 - March 30: April Fool’s edition**
  To fool the student body with fake articles in celebration of the holiday
- **Issue 14 - May 4: Seniors & Graduation edition**
  To celebrate UMBC’s graduating seniors and graduate students

Frequency Discounts

To the right are *The Retriever Weekly’s* discounts for bundle purchases. Discounts apply only to print advertisements. For more information, please contact an advertising representative.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Discount %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2x</td>
<td>5%</td>
</tr>
<tr>
<td>4x</td>
<td>7%</td>
</tr>
<tr>
<td>5x</td>
<td>10%</td>
</tr>
<tr>
<td>7x</td>
<td>15%</td>
</tr>
<tr>
<td>8x</td>
<td>20%</td>
</tr>
<tr>
<td>10x</td>
<td>25%</td>
</tr>
</tbody>
</table>

Free web ads for print advertisers!
For every $500 spent on print advertising, one free 185x185 front page advertisement will be provided. This discount does not include design fees.
Accounts Policy

For a set amount, we are offering several advertising options for you to use throughout the fiscal year. One of The Retriever Weekly’s advertising representatives will track how many advertisements your business has used, and will periodically let you know how many you have left to place. To set up an account with The Retriever Weekly, or for more information, please contact the Advertising Manager.

Packages are not offered for national businesses, but national businesses planning on printing several advertisements can take advantage of our frequency discounts.

Options

<table>
<thead>
<tr>
<th>UMBC Student Organization</th>
<th>UMBC Departments</th>
<th>Local Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>$250</td>
<td>$437.50</td>
</tr>
<tr>
<td>B</td>
<td>$340</td>
<td>$595</td>
</tr>
<tr>
<td>C</td>
<td>$500</td>
<td>$875</td>
</tr>
<tr>
<td>D</td>
<td>$660</td>
<td>$1155</td>
</tr>
<tr>
<td>E</td>
<td>$1000</td>
<td>$1750</td>
</tr>
</tbody>
</table>

**Package A** Choose Between:
1 half page & 1 quarter page
3 quarter page

**Package B** Choose Between:
1 half page & 2 quarter page
4 quarter page

**Package C** Choose Between:
1 half page & 4 quarter page
2 half page & 2 quarter page
6 quarter page

**Package D** Choose Between:
1 full page & 4 quarter page
2 half page & 4 quarter page
3 half page & 2 quarter page

**Package E** Choose Between:
2 full page, 1 half page, 2 quarter
1 full page, 1 half page, 5 quarter page
5 half page, 1 quarter page
3 half page, 5 quarter page
2 half page, 7 quarter page
1 half page, 9 quarter page
About Us

*The Retriever Weekly* is a student-run organization of the University of Maryland, Baltimore County and employs approximately 100 undergraduate students to write and edit articles, take photographs, design the paper and advertisements, and continue to grow the online presence of the paper.

Today, *The Retriever Weekly* distributes 1,500 copies around campus 14 times each year. In addition, retrieverweekly.umbc.edu provides readers with up-to-date news and opinions from within the UMBC community.

Advertising Policy

*The Retriever Weekly* will not accept anonymous advertising. *The Retriever Weekly* reserves the right to reject, copy and regulate the typographical tone of all ads and assumes no financial responsibility for typographical errors in ads, but will reprint without charge the part of an ad which is incorrect if a proof has been made. *The Retriever Weekly* staff reserves the right to reject advertisement art. Should this occur, an advertising representative will contact companies immediately to address concerns.