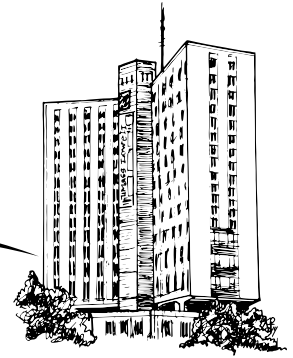




THE UMASS LOWELL CONNECTOR

Serving the Student Body Since 1976



Local Advertising Media Kit 2015-2016

ABOUT

With over 17,000 students, the University of Massachusetts Lowell offers a wide variety of degree choices ranging from certificate programs to doctoral programs, as well as internship opportunities. UMass Lowell has a national reputation in science, engineering and technology and maintains research partnerships with corporations in relevant industries. The university is a frequent destination for professional athletes, politicians, artists, activists, celebrities and more and is located just 30 miles from Boston, MA.

The Connector is the student-run newspaper of the University of Massachusetts Lowell. 2,000 copies of the newspaper are distributed throughout centralized, highly-trafficked locations on campus every Tuesday. The Connector prints 13 issues per semester, featuring three special editions per year. Online content is posted weekly and updated regularly at umlconnector.com.

Advertising opportunities for the 2015-2016 academic year include color and black & white display ads and online advertising, as well as inserts and classifieds.

GENERAL INFORMATION

Frequency:	Weekly
Days published:	Tuesday
Circulation:	2,000
Readership:	2,850
School location:	Lowell, MA
Metro Area:	Boston, MA
Campus Pop.:	19,000
Format:	6-Column Tabloid
Full Page Size:	6 col. (11.25") W x 17.0" H
Full Page Print Size:	6 col. (10.25") W x 16.0" H
Website:	umlconnector.com

UNIVERSITY DEMOGRAPHICS

School Type:	4-year public
Highest Degree:	Doctoral
2015-2016 In-state Tuition:	\$13,427
2015-2016 Out-of-state Tuition:	\$29,125
Most Popular Bachelor's Degree(s):	Business
Most Popular Master's Degree(s):	Engineering
Number of Undergraduate Degrees:	100
Number of Master Degrees:	42
Number of Doctoral Degrees:	36
Male/Female ratio:	62% / 38%
On-Campus Housing:	Yes
Students of Color:	28.6% undergraduate, 21.3% graduate
Living Alumni:	80,282
Athletics:	Division I



The Connector Office is located at
University Crossing, Suite 241
220 Pawtucket St. Lowell, MA 01854.

2015-2016 PUBLICATION SCHEDULE

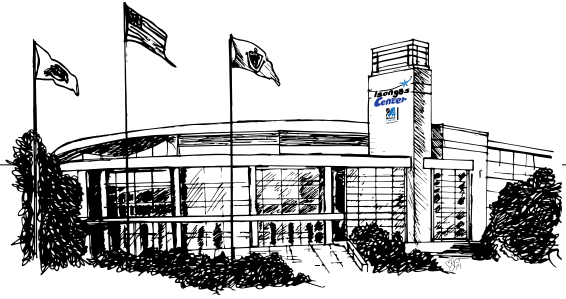
Fall 2015

September 1
 September 8
 September 15
 September 22
 September 29
 October 6 (Hockey)*
 October 20
 October 27
 November 3
 November 10
 November 17
 November 24
 December 8

Spring 2016

January 26
 February 2
 February 9
 February 16
 February 23
 March 1
 March 8
 March 22 (Downtown)*
 March 29
 April 5
 April 12
 April 26
 May 3 (Joke paper)

* = Extra 1,000 copies ordered



Inserts: \$485 flat rate
Min. size: 3.0" x 5"
Max. size: 8.5" x 11.0"
Min/Max pages: 1-16
**Inserts must arrive 10 days prior to run date.*

Materials must be shipped to:

Turley Publications
Attention: The Connector
 24 Water St.
 Palmer, MA 01069

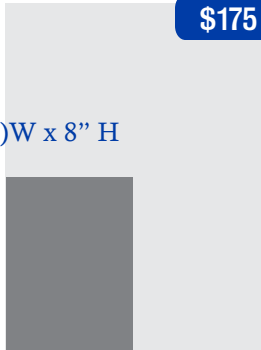
AD SIZES

We offer full page, half-page, quarter-page, and eighth-page (3 col. (5.04") W x 4" H) advertisements for the weekly print edition of the newspaper. Display ads must be sent in PDF form the Thursday before the desired publication date. Color PDF versions of every issue are uploaded to umlconnector.com each week. See more info on display ads below.

Quarter Page, Vertical

\$175

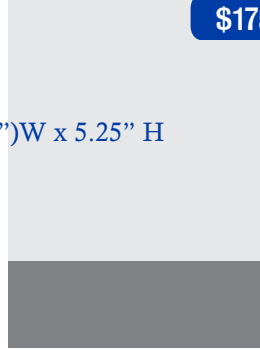
3 col. (5.04")W x 8" H



Quarter Page, Horizontal

\$175

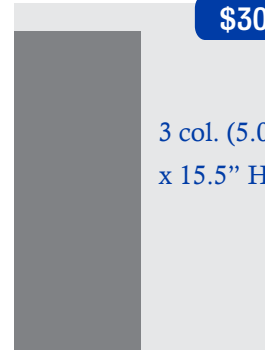
6 col. (10.25")W x 5.25" H



Half Page, Vertical

\$300

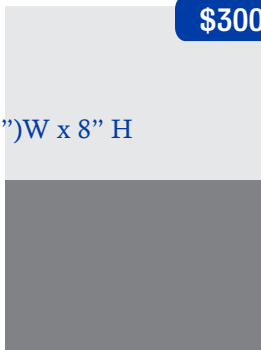
3 col. (5.04")W
 x 15.5" H



Half Page, Horizontal

\$300

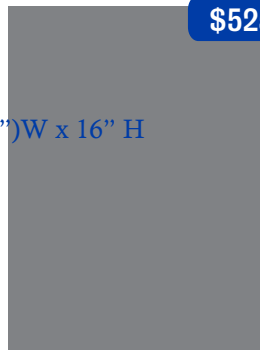
6 col. (10.25")W x 8" H



Full Page

\$525

6 col. (10.25")W x 16" H



****Full Color: \$200 flat rate****

Eighth-page ads: \$100

Multi-issue packages available! Save money by advertising longer!

Visit umlconnector.com for ad packages and online ad rates.