

The Berkeley Beacon

Media Kit

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Boston, Ma 02116
ads@berkeleybeacon.com

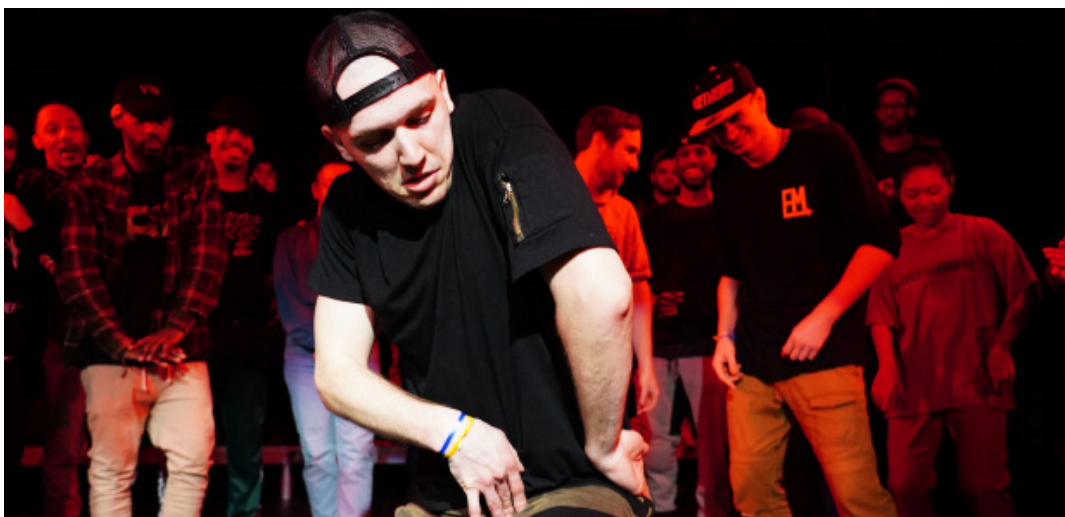
About The Beacon

The Berkeley Beacon is Emerson College's only independent, student-run newspaper. Founded in 1947, the paper publishes content online daily and in print on Thursdays throughout the academic year. The paper is a chronicle of life at Emerson — covering student government politics, on- and off-campus events, and administrative initiatives and policies.

In recent years, our staff has reported on a wide range of topics, covering everything from the expansion and renovation of Emerson's campus to Boston-based political protests, as well as covering Title IX lawsuits against the college and advocacy efforts by student activist groups.

In 2011, the Beacon became the first college newspaper website with a responsive design, and in 2018 transitioned from its role as a weekly print paper to a daily, digital-first model. The Beacon has won multiple Associated Collegiate Press awards for our redesigned daily website.

In 2019, the paper once again took strides in expanding our coverage by creating a metro news section for downtown Boston and surrounding neighborhoods, including Allston, East Boston, and Chinatown. The Beacon consistently provides valuable stories to the community as the go-to source for breaking news on campus.



About The Beacon

950

print copies of The Beacon are distributed once a week every semester

2250

average monthly page views

8

distribution points around the Emerson College campus in the heart of downtown Boston.



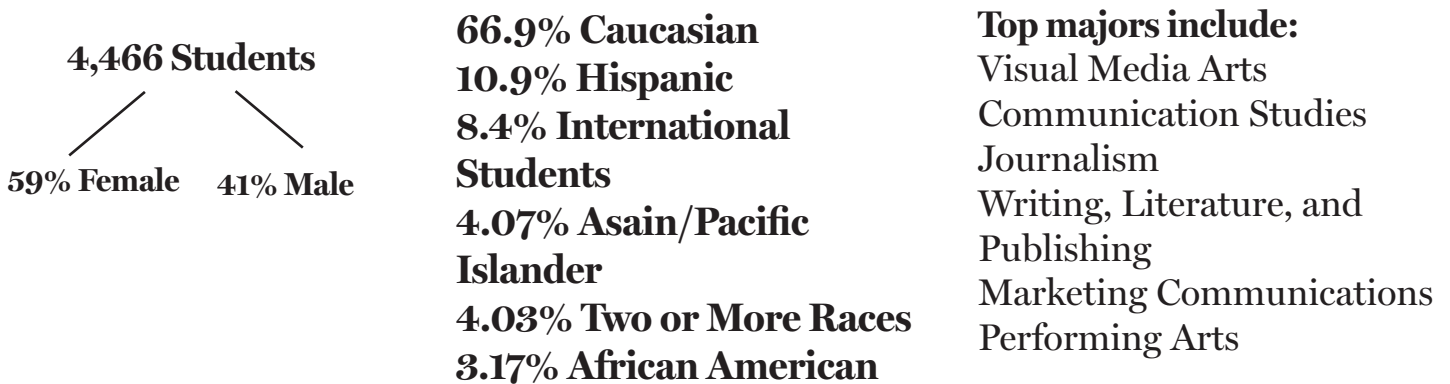
About Emerson

Emerson's freshman class of 2018-19 consisted of...



56% Caucasian, 16% International Students, 14% Hispanic, 5% Asian/Pacific Islander, 4% African American, 4% Multiracial, 1% Unknown

Emerson's student body consists of...

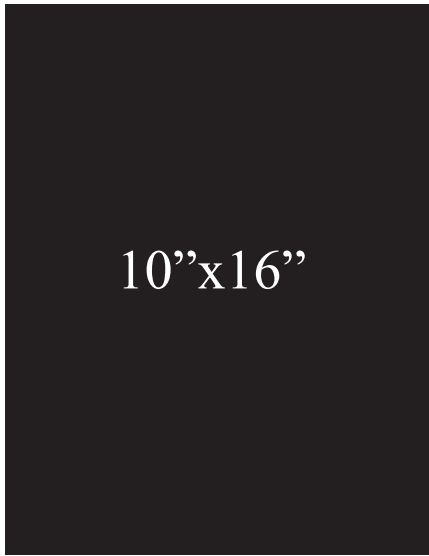


Emerson students are...

Creative Dedicated Driven Artistic

Progressive Leaders Communicators

Print Ad Rates

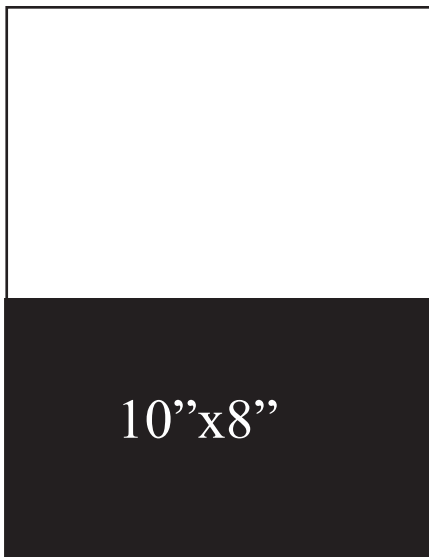


Full Page

National: \$700

Local: \$500

Campus: \$375

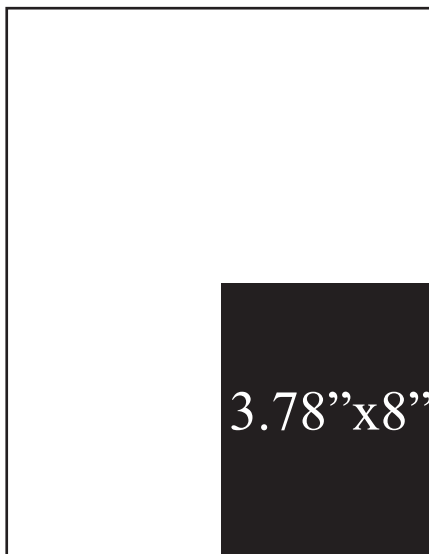


Half Page

National: \$400

Local: \$300

Campus: \$240



Quarter Page

National: \$250

Local: \$175

Campus: \$125

Print Ad Rates



Front Page Header

National: \$500

Local: \$400

Campus: \$200



Front Page Footer

National: \$350

Local: \$250

Campus: \$125



Inside Footer

National: \$200

Local: \$150

Campus: \$75

Web Ad Rates

Global Header

National: 1 week for \$500, 2 weeks for \$775, 4 weeks for \$975

Local: 1 week for \$400, 2 weeks for \$600, 4 weeks for \$750

Campus: 1 week for \$250, 2 weeks for \$400, 4 weeks for \$600

Global Sidebar

National: 1 week for \$350, 2 weeks for \$550, 4 weeks for \$700

Local: 1 week for \$250, 2 weeks for \$400, 4 weeks for \$575

Campus: 1 week for \$125, 2 weeks for \$200, 4 weeks for \$300

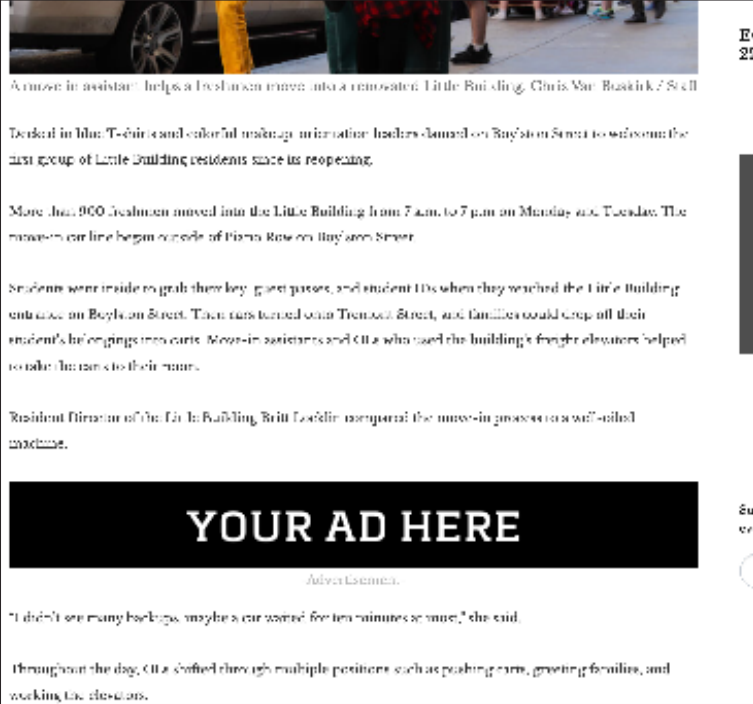
Web Ad Rates

Global In-Article

National: 1 week for \$300,
2 weeks for \$500, 4 weeks
for \$600

Local: 1 week for \$200, 2
weeks for \$350, 4 weeks
for \$475

Campus: 1 week for \$100,
2 weeks for \$175, 4 weeks
for \$225



YOUR AD HERE

Advert Co.

"I didn't see many backpacks, maybe your wallet for ten minutes or more," she said.

Throughout the day, CUA staffed through multiple positions, such as packing items, greeting families, and working the elevators.

Newletter Ad Rates

In-content



National: \$300
Local: \$200
Campus: \$100

Footer



National: \$125
Local: \$70
Campus: \$30

Event Packages

Gold Level

The gold level package includes the following: Front Page Header and Half Page for print, Global Header and Sidebar for web, and In-Content and Footer for newsletter.

Rates: \$1,500 for National, \$1,000 for Local, \$600 for Campus*

Silver Level

The silver level package includes the following: Half Page for print, Global Sidebar for web, and In-Content for newsletter.

Rates: \$1,000 for National, \$700 for Local, \$450 for Campus*

Bronze Level

The bronze level package includes the following: Quarter Page for print, Global In-Article for web, and Footer for newsletter.

Rates: \$650 for National, \$400 for Local, \$200 for Campus*

*All content is for one week only

Contact

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