

The Buccaneer/The Mix, 99.5 FM

2017-2018 Rate Card

Barry Student Media bundles advertising through the student newspaper *The Buccaneer* and the campus radio station *The Mix*, 99.5 FM. With a minimum circulation of 1000 copies per issue, the *Buccaneer* offers advertisers an excellent way to target the Barry University population, while *The Mix's* broadcast reach across Miami's Eastside neighborhoods is a great way to increase an advertising campaign's local impact.

The Mix 99.5 FM

The Mix, 99.5 FM, is Barry University's student run LPFM radio station, and broadcasts from its Miami Shores campus to a radius of five miles. In accordance with its community-radio license, the station accepts underwriting opportunities. Please use the contact information below to explore underwriting at *the Mix*.

The Buccaneer

The *Buccaneer* is Barry University's student run newspaper. It is published four times each year in a tabloid format, and distributed on Barry University's Miami Shores campus, and immediate neighborhood.

Publication Dates

Fall: October 9, 2018
 Winter: November 20, 2018
 Spring: February 26, 2019
 Summer: April 23, 2019

Contact

communication@barry.edu
 (305) 899-3456

Print Ad Size, Specs, and Prices

Mechanicals: Specific ad dimensions will be provided with the contract. The *Buccaneer* publishes in tabloid, four-column format on #40-premium newsprint. Each publication is a minimum of 24 pages, with a print run of 1000 copies.

Deadline: All ads must be submitted in JPEG, PDF, PNG or TIFF file formats, 14 days before publication.

Size	Cost	Four-ad Discount	Three-ad Discount	Full Color Supplement	Free program underwriting on 99.5 FM*
Full Page	\$350	\$320 each	\$330 each	\$60 each	One month**
Half Page	\$175	\$160 each	\$165 each	\$40 each	One month**
1/3 Page	\$120	\$110 each	\$115 each	\$30 each	One month**
1/4 Page	\$90	\$80 each	\$85 each	\$20 each	N/A
1/8 Page	\$50	\$45 each	\$45 each	\$10 each	N/A
All Barry University students, departments, businesses, and organizations receive 25% discount					

* Must meet license rules

** Rotation and frequency will vary dependent on size of ad.

Program underwriting on 99.5 FM*	Cost	Length	Spots per month	Free ad in <i>Buccaneer</i>
On month (ROS)**	\$200	30 sec	40	1/4 page in one issue

* Must meet license rules

** Rotation and frequency to be determined