

Your print & digital media path to TOWSON UNIVERSITY'S CAMPUS!



Reach a 20,000+ community of diverse and engaged students, faculty and staff:

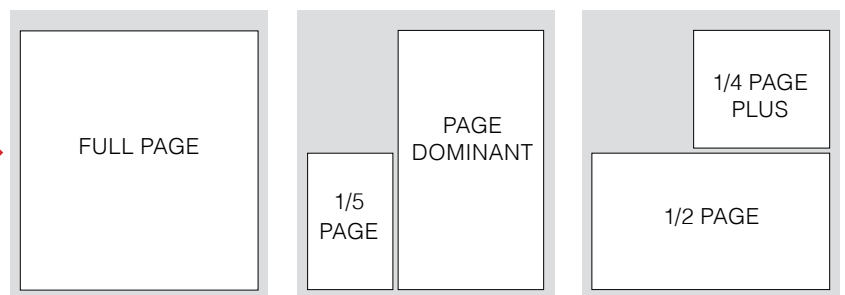
- 1. The Towerlight**
Weekly newspaper. 4,000 copies printed.
- 2. Towerlight Today e-newsletter**
Emailed Monday – Friday to 3,000 student, faculty, alumni and community inboxes.
- 3. www.TheTowerlight.com**
1,000 daily visitors.

Our Reporting And Active SOCIAL MEDIA PUSH Add Big Value To Your Advertising!
All Towerlight stories pushed to 8,000+ Facebook/Twitter followers.

The Towerlight | 2018-2019 SCHOOL YEAR AD RATES & SPECS

	1 Week	2 Weeks	3 Weeks	Width x Height
Full Page	\$780 per week	\$702 per week	\$624 per week	10.25" x 12"
Page Dominant	\$468	\$422	\$375	6" x 12"
1/2 Page Horizontal	\$390	\$351	\$312	10.25" x 6"
1/4 Page Plus	\$234	\$211	\$188	6" x 6"
1/5 Page	This size available as a PRINT (<i>The Towerlight</i>) & a DIGITAL (<i>Towerlight Today</i>) combination only. See rates on next page.			4" x 6"

**ONE DIGITAL AD
INCLUDED WITH
PURCHASE OF
A FULL PAGE AD.**



CONTACT YOUR ACCOUNT EXECUTIVE FOR MORE INFORMATION:
Susan Dumont: 443-909-7829 or susan.dumont@todaymediacustom.com

Double the reach of your message with a digital/print combo in ***Towerlight Today*** AND ***The Towerlight*** print edition!



ONE SIZE:

400 x 600 pixels
proportional to
the 1/5 page print ads.



ONE LOW COST!

- 1 e-newsletter ad (plus 1 print date) **\$225**
- 2 e-newsletter ads (plus 1 print date) **\$275**
- 3 e-newsletter ads (plus 1 print date) **\$325**

- 1 e-newsletter ad (plus 2 print dates) **\$350**
- 2 e-newsletter ads (plus 2 print dates) **\$400**
- 3 e-newsletter ads (plus 2 print dates) **\$425**

The ***Towerlight Today*** email days are Monday, Tuesday, Wednesday, Thursday, Friday (highlighted in yellow). One e-ad opportunity available per day on a first-to-reserve basis. ***The Towerlight*** print edition is published on Tuesdays (circled in red).

2018	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
	1 2 3 4	1	1 2 3 4 5 6	1 2 3	1
	5 6 7 8 9 10 11	2 3 4 5 6 7 8	7 8 9 10 11 12 13	4 5 6 7 8 9 10	2 3 4 5 6 7 8
	12 13 14 15 16 17 18	9 10 11 12 13 14 15	14 15 16 17 18 19 20	11 12 13 14 15 16 17	9 10 11 12 13 14 15
19 20 21 22 23 24 25	16 17 18 19 20 21 22	21 22 23 24 25 26 27	18 19 20 21 22 23 24	16 17 18 19 20 21 22	
26 27 28 29 30 31	23 24 25 26 27 28 29	28 29 30 31	25 26 27 28 29 30	23 24 25 26 27 28 29	
	30			30 31	
2019	JANUARY	FEBRUARY	MARCH	APRIL	MAY
	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
	1 2 3 4 5	1 2	1 2	1 2 3 4 5 6	1 2 3 4
	6 7 8 9 10 11 12	3 4 5 6 7 8 9	3 4 5 6 7 8 9	7 8 9 10 11 12 13	5 6 7 8 9 10 11
	13 14 15 16 17 18 19	10 11 12 13 14 15 16	10 11 12 13 14 15 16	14 15 16 17 18 19 20	12 13 14 15 16 17 18
20 21 22 23 24 25 26	17 18 19 20 21 22 23	17 18 19 20 21 22 23	21 22 23 24 25 26 27	19 20 21 22 23 24 25	
27 28 29 30 31	24 25 26 27 28	24 25 26 27 28 29 30	28 29 30	26 27 28 29 30 31	
		31			

Space Deadline: 5 p.m. each Tuesday before the issue print date | **Press-ready Ad Deadline:** 5 p.m. each Thursday before the issue print date



ONLINE ADVERTISING: TheTowerlight.com

STANDARD BOX:

Home Page and Digital Story Pages.
\$90 per week (300 x 250 pixels)

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