

# The Review

The University of Delaware's Independent Student Newspaper

DISCOVER THE POSSIBILITIES  
Circulation of 10,000  
32-page tabloid format  
Available online at [www.udreview.com](http://www.udreview.com)



### Welcome to another exciting year of advertising with *The Review*!

- Some fresh changes have been made to increase the appeal of the newspaper and to help you reach more students and community members each week.
- Beginning in the fall of 2008, *The Review* has offered online advertising on our extremely popular web edition. Read further to learn how you can earn a competitive spot on [www.udreview.com](http://www.udreview.com)!
- Your advertisement with us in *The Review* will reach more than 25,000 students, faculty and staff members. Our newspaper is distributed at many locations on and off campus, including Main Street shops and eateries.
- Included in this Ad Kit is the information on the many advertising opportunities we offer. Let *The Review* help to expose your business to a broad and diverse market. We thank you for your support and look forward to your business.

Claire Gould and Eric Mojica, Advertising Managers  
Josh Shannon, Editor in Chief// Maddie Thomas, Executive Editor

### Online Publication Schedules

The Review is published online once weekly (each Tuesday) with stories added each day during the Fall and Spring semesters.

### Print Publication Schedules

The Review is published once weekly (each Tuesday) during the Fall and Spring semesters.

#### Fall 2009

#### Spring 2010

#### Fall 2009

#### Spring 2010

Issue 1: Friday, September 4  
"While You Were Gone" Mini Issue  
Issue 2: Tuesday, September 8  
Issue 3: Tuesday, September 15  
Issue 4: Tuesday, September 22  
Issue 5: Tuesday, September 29  
Issue 6: Tuesday, October 6  
Issue 7: Tuesday, October 13  
Issue 8: Tuesday, October 20  
Issue 9: Tuesday, October 27  
Issue 10: Tuesday, November 3  
Issue 11: Tuesday, November 10  
Issue 12: Tuesday, November 17  
Issue 13: Tuesday, November 24  
Issue 14: Tuesday, December 8

Issue 15: Friday, February 12  
"While You Were Gone" Mini Issue  
Issue 16: Tuesday, February 16  
Issue 17: Tuesday, February 23  
Issue 18: Tuesday, March 2  
Issue 19: Tuesday, March 9  
Issue 20: Tuesday, March 16  
Issue 21: Tuesday, March 23  
Issue 22: Tuesday, April 13  
Issue 23: Tuesday, April 20  
Issue 24: Tuesday, April 27  
Issue 25: Tuesday, May 4  
Issue 26: Tuesday, May 11  
Issue 27: Tuesday, May 18

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Issue 22: Tuesday, April 13  
Issue 23: Tuesday, April 20  
Issue 24: Tuesday, April 27  
Issue 25: Tuesday, May 4  
Issue 26: Tuesday, May 11  
Issue 27: Tuesday, May 18



**Display Advertising: (302) 831-1398**  
• [reviewud@yahoo.com](mailto:reviewud@yahoo.com)  
**Classified Advertising: (302) 831-2771**  
• [reviewclassy@yahoo.com](mailto:reviewclassy@yahoo.com)  
**Business Department: (302) 831-1397**  
• [reviewbusiness@gmail.com](mailto:reviewbusiness@gmail.com)

**Fax: (302) 831-1396**  
**(302) 831-1395**  
**Mailing Address: The Review**  
**250 Perkins Student Center**  
**Newark, DE 19716**

**Website: <http://www.udreview.com>**



## Online Advertising

*The Review* is published online once weekly on Tuesdays with new stories added multiple times a week. Advertising is offered on the website at first-come, first served basis. There are 3 spaces available with the dimensions 300X 250, 480 X 60, and 160 X 600. File formats should be .jpg, .gif, or .png and should not exceed 50 kb.

### 480 X 60

#### Proportions =

Right Side of website  
National: \$65/week  
Local: \$50/week  
Non Profit: \$30/week

### 160 x 600

#### Proportions =

Right Side of website  
National: \$95/week  
Local: \$75/week  
Non Profit: \$45/week

### 300 x 250

#### Proportions =

Right Side of website  
National: \$95/week  
Local: \$75/week  
Non Profit: \$45/week

- Please see page two for all advertising deadlines and policies. The Review will create online advertisements for 10% of ad cost.
- All online advertisements are color, free of charge.
- For the 2008-2009 academic year, udreview.com had a average of 24,426 page impressions per week (for weeks when *The Review* published). This means each ad will be seen 24,426 times, more than twice as many times as a print ad is printed.
- Udreview.com has 8,165 registered users, though many more read without registering.
- 4,138 people receive our weekly email edition. 3,988 receive breaking news alerts.
- As of June 2009, udreview.com ranked 25th among college newspapers that use College Publisher nationwide, beating out many papers that publish daily.
- For the 2009-2010 school year, *The Review* will put an emphasis on improving the Web site by adding daily news updates, blogs, slideshows, videos, podcasts and other multimedia.

*The Review is not liable for any loss or expense that results from the publication or omission of any advertisement. Compensation for errors made by The Review is at the discretion of the Advertising Director. Typographical and other minor errors made by The Review are refunded at 10% of the advertising cost. Please read your ad the first time it appears, as The Review will only discount for typographical errors in the first appearance of any ad. All advertising copy is subject to approval by the Advertising Director prior to publication. The Review reserves the right to delete, edit or cancel any advertising material which does not meet the criteria set forth in the Review Advertising Policy, violates the Code of Ethics, or in any way diminishes the high standards of our newspaper. The Review also reserves the right to deem any advertising material inappropriate as to time, place or intent. The Review is free to add the word 'advertisement' to any material. Anonymously placed advertisements will not be accepted. The Review will not mail to P.O. boxes. By advertising with The Review, a client agrees to the terms and conditions of this advertising kit and agrees to comply with The Review's advertising policies.*