

DBK ORIENTATION GUIDE 2021

Get your message directly in front of incoming students AND their parents! First impressions are the most important. With Student Orientation occurring virtually during Summer 2021, the DBK Orientation Guide will connect you with new customers and their parents at exactly the right moment... when they are looking for info about UMD and life in College Park. Through a partnership with the UMD Orientation Office, our Orientation Guide will be emailed directly to incoming students and their parents as part of their virtual UMD Orientation Experience.

The purchase of an ad in our Summer 2021 Orientation Guide comes with a **FREE** ad of equal value in our Welcome Back Edition, to be distributed to students as they return to campus!

Every page and every ad is in **color for no additional cost.**

PREMIUM POSITIONS

Positions	Size	Cost
Back Cover	9.44"x10"	\$2800
Inside Front Cover	9.44"x10"	\$2700
Page 3	9.44"x10"	\$2700
Center Spread	19.88"x10"	\$4300
Pop-Up Ad	19.88"x1.375"	\$3000
Post-It Note on Cover*	3"x3"**	\$3000

*Includes Full Page Ad **Trimmed to 2.875"x2.875"

AD SPECS

Positions	Size
Full Page	9.44"wide x 10"tall
Half Page Horizontal	9.44" wide x 5"tall
Half Page Vertical	4.65"wide x 10"tall
Post-It Notes	3" wide x 3"tall*
Coupons	1.788"wide x 2"tall

*Trimmed to 2.875" x 2.875"

STANDARD POSITIONS

Positions	Size	Cost
Full Page Ads	9.44"x10"	\$2100
Half Page Ads	4.65"x10"	\$1300
Half Page Ads	9.44"x5"	\$1300
Quarter Page Ads	4.65"x5"	\$800

DEADLINES

Positions	Date
Distribution / Email Date	Begins May 21
Advertising Deadline	April 30

*Assumes in-person orientation is cancelled

