

# WELCOME BACK 2020–2021

Want your message to be seen by UMD students time and time again this year?

The Diamondback's 2020–2021 *Welcome Back* will be the student's keepsake resource for surviving the academic year. From tips for finding late-night meals to figuring out the best way to travel to D.C., students will be referring to their survival guide all year long.

The 2020–2021 edition will be distributed during fall move-in. Everyone knows that first impressions are critical. *Welcome Back* will enable you to reach returning and new customers at precisely that perfect moment when they will be settling into their second hometown.

Every ad is published in **color for no additional cost!**

## PREMIUM POSITIONS

	Size	Cost
Back Cover	9.44"w x 10"h	\$2000
Inside Front Cover	9.44"w x 10"h	\$2000
Page 1	9.44"w x 10"h	\$2000
Center Spread	19.88"w x 8.5"h	\$3000
Post-It Note	3"w x 3"h	\$2000
Pop-Up Ad	19.88"w x 1.375"h	\$2000

## STANDARD POSITIONS

	Size	Cost
Full Page Ad	9.44"w x 10"h	\$1800
Half Page Ad	4.65"w x 10"h	\$1000
Quarter Page Ad	4.65"w x 5"h	\$600

## DEADLINES

Distribution Date	TBD
Advertising Deadline	August 14
News Deadline	May 29
PDF Issue Complete	August 18

