

THE DIAMONDBACK

The #1 way to reach 48,000 University of Maryland students, faculty & staff.



DBKNEWS.COM



CONTENTS

About

Learn about The Diamondback and view contact information.

Audience

See statistics relating to Diamondback readers.

Schedule

Special content publication schedule for both Print & Online.

Orientation Guide

Get your message directly into the hands of all incoming students and their parents.

Terp Housing

Put your message directly into on-campus residence halls throughout the year.

Newsstand Posters

Place your highly visible, full-color poster on one of our high-traffic newsstands.

Promo Squad

Put your event flyer or coupon directly into the hands of UMD students, faculty & staff.

Online Rates

Rates for advertising on DBKnews.com.

Crossplatform Ads

Ads that appear on both mobile & desktop.

Sponsored Content

Ads integrated into other Diamondback content.

Social Networks & Email

Ads that appear on Twitter, Facebook, and Diamondback emails.

Creating Your Ad

View instructions for creating ads for The Diamondback online or in print.

ABOUT

The **Diamondback**, the University of Maryland's independent student-run newspaper is published by Maryland Media Inc. – a 501c3 nonprofit.

Published continuously since 1910, The Diamondback is College Park's only newspaper and **#1 source** for news, sports, and entertainment and is published continuously online daily at [DBKnews.com](http://dbknews.com). The Diamondback reaches 100,000 readers each week and is regularly recognized for editorial excellence, including being named the **#1 college newspaper** in the country four times by the Society of Professional Journalists.

Address

Published by Maryland Media Inc.
3136 South Campus Dining Hall
College Park, MD 20742
301.314.8000

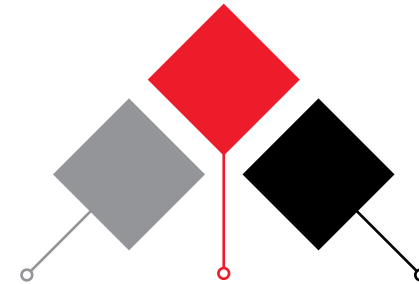
Staff

Editor-in-chief: Daisy Grant
Business Manager: Craig Mummey
General Manager: Arnie Applebaum

Advertising Director: Ayla Kinnaird
Advertising Manager: Sophia Alexander
Advertising Manager: Bridget Brown
Advertising Manager: Ethan Tuttle

Advertising email: dbkadvertising@gmail.com

WHY ADVERTISE?



Brand Recognition

Make your business known to UMD students.

Website Conversions

Advertise on dbknews.com to see more traffic driven to your website.

Increase Sales

Adding coupons & special deals brings customers to your business.

AUDIENCE

Where Do College Students Spend Their Money?



5.9

Average *Grocery Store* purchases per month



5.7

Average *Restaurant* purchases per month



4.1

Average *Bar* purchases per month



3.4

Average *Drug Store* purchases per month



65%

Students taking *winter* or *summer* classes



85.2%

Students who plan to attend a *grad program*

Statistics

\$650 Million

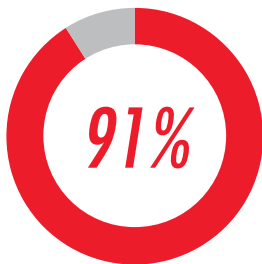
The *amount spent each year* by College Park's students, faculty & staff

21

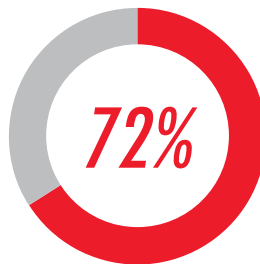
The *Average Age* of all the University of Maryland students

47,964

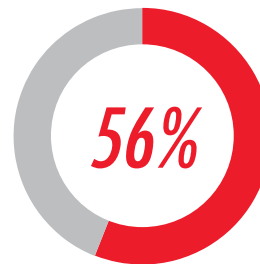
The *total number of students* at the University of Maryland



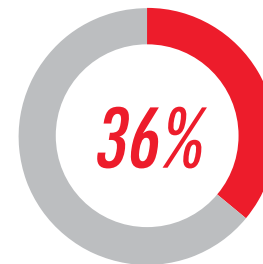
The number of students, faculty & staff who *read The Diamondback* at least once a week



Amount of student *income used for dining, drinks & snacks*



University of MD students with a *paid job*



University of Maryland students who are from *Out-of-State*

Source: MMG Advertising, March 2018

SCHEDULE

PRINT

Product	Publication Date
Welcome Back	August 24, 2020
Basketball Preview	November 2, 2020
Terp Housing	November 30, 2020
Coloring Book	December 7, 2020
Looking Back	April 26, 2021
Orientation Guide	May 21, 2021

ONLINE

Product	Publication Date
March Madness	March 15, 2021
Salary Guide	April 26, 2021
Orientation Guide	May 14, 2021
Welcome Back	August 30, 2021



Basketball Spirit Papers

Spirit Papers are placed on EVERY STUDENT SEAT at the top of basketball games each season!



Terp Housing Guide

Distributed on campus including dormitories. With only freshmen and sophomores living on campus, this audience needs to find somewhere off campus to live by their junior years.



Looking Back

The Diamondback Congratulates the Class of 2021. Distributed throughout campus with supplemental distribution at the main commencement ceremony. Ideal for graduate schools, employers and local businesses trying to reach this valuable audience.



Salary Guide

We've pledged to hold the University of Maryland accountable in our coverage. Our annual salary guide lays out each university employee's yearly pay in an easily digestible format. Don't miss this chance to be included in our MOST sought after publication of the year!



Orientation Guide

Pay once to be in every single incoming freshmen and their parents' hands at all summer orientation sessions. Gain loyal customers the very first time they are on campus after their acceptance.



Welcome Back

The Diamondback's Survival Guide will be the student's keepsake resource for surviving the academic year. Students receive their guide during move-in and will refer back to it throughout the year, from tips for finding late-night meals to figuring out the best way to travel to D.C.

ORIENTATION GUIDE

Get your message directly into the hands of all incoming students AND their parents! Your ad in the Orientation Guide will be **distributed to all summer orientation visitors** — 15,000 copies all for one LOW cost! Distribution directly to all new students and their parents at every summer orientation session.

The DBK Orientation Guide will also be available at the highest traffic locations and buildings all summer long – including the Stamp Student Union, the libraries and orientation dorms. Everyone knows that first impressions are the most important. The Orientation Guide enables you to reach all these new customers and their parents at precisely the right moment — when they are learning and absorbing information about UMD and College Park.

Every page and **every ad is in color** for no additional cost. **Pulishes: May 21, 2021 • Ad Deadline: April 30, 2021.**

POSITIONS

Premium

Back Cover	9.44"x10"	\$2800
Inside Front Cover	9.44"x10"	\$2700
Page 3	9.44"x10"	\$2700
Center Spread	19.88x10"	\$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"

Standard

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

INSERTS

(prices include printing on 60lb gloss)

Pre-Printed Inserts	\$3000
Pre-Printed Inserts in conjunction with any Full Page Ad	\$1800

Ask your sales rep for information about price reductions for self-printing.

AD SPECS

Full Page	9.44"wide x 10"tall
Half Page Horizontal	9.44" wide x 5"tall
Half Page Vertical	4.65"wide x 5"tall
Post-It Notes	3" wide x 3"tall (trimmed to 2.875" x 2.875")
Coupons	1.788"wide x 2"tall

DEADLINES

Publication Date	May 21, 2021
Space Reservations	April 30, 2021
Art	April 30, 2021
Camera-Ready Art	May 7, 2021



TERP HOUSING GUIDE

Want to be considered one of the best off campus student housing options at the most crucial times? The Diamondback can put your message directly into on-campus residence halls throughout the year with Terp Housing. Pay once to be placed in campus residence halls 3 times during the year. With first and second year students living on campus, this audience will soon be looking for campus housing!

Publishes: **November 30, 2020** • Ad Deadline: **November 13, 2020**.

Full Page Listing or Ad	5" w x 8" h	\$2,000
½ Page Listing or Ad	5" w x 3.9" h	\$1,250
First Full Page Premium	5" w x 8" h	\$2,300
Second Full Page Premium	5" w x 8" h	\$2,300
Back Page Premium	5" w x 8" h	\$2,300

Inserts

Inserts may not be larger than a 5" x 7" card. Inserts cost \$1000 as a stand-alone product, but that price is reduced to \$500 with the purchase of any other housing guide ad. The prices listed do not include printing. The Diamondback can help with printing if needed (pricing will be determined by the job).

With Ad Purchase	5" w x 7" h max	\$500
Stand-alone	5" w x 7" h max	\$1,000



10 Tips for a Good Roommate Relationship

By [Laurie K. Brown](#)

As a former off-campus student, I know how important it is to have a good roommate relationship. It's not just about the room itself, but the people you live with. Here are 10 tips to help you get the most out of your college experience.

- 1. Clear Communication from the Get-Go:** Probably the most important tip for a successful roommate relationship is clear communication. From the very beginning, you should discuss your expectations, preferences, and needs. This will help you avoid misunderstandings and conflicts down the road.
- 2. Set Boundaries:** It's important to establish boundaries from the start. This includes discussing your study habits, social life, and personal space. Setting boundaries early on will help you maintain a healthy relationship throughout the year.
- 3. Be a Good Neighbor:** Your roommate is also your neighbor. Be respectful of their space and belongings. Don't make loud noises, smoke, or drink excessively. Being a good neighbor will help you build a positive relationship with your roommate.
- 4. Share Your Stuff:** If you have a roommate, you should share your stuff. This includes textbooks, kitchen supplies, and personal items. Sharing your stuff will help you save money and build a sense of community.
- 5. Be a Good Listener:** Your roommate is also a person. Listen to their needs and concerns. If they have a problem, try to help them solve it. Being a good listener will help you build a strong relationship with your roommate.
- 6. Keep Your Room Clean:** A clean room is a healthy room. Make sure you keep your room clean and organized. This will help you avoid health problems and create a pleasant living environment.
- 7. Don't Be a Jerk:** Being a jerk is the worst thing you can do as a roommate. Don't be rude, disrespectful, or selfish. Being a nice person will help you build a positive relationship with your roommate.
- 8. Be a Good Friend:** Your roommate is also your friend. Spend time with them and get to know them. This will help you build a strong relationship with your roommate.
- 9. Be a Good Neighbor:** Your roommate is also your neighbor. Be respectful of their space and belongings. Don't make loud noises, smoke, or drink excessively. Being a good neighbor will help you build a positive relationship with your roommate.
- 10. Be a Good Person:** Being a good person is the most important tip for a successful roommate relationship. Be kind, honest, and respectful. Being a good person will help you build a strong relationship with your roommate.



Transportation

By [Laurie K. Brown](#)

As a former off-campus student, I know how important it is to have a good transportation plan. It's not just about the car itself, but the people you live with. Here are 10 tips to help you get the most out of your college experience.

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College Park Apartment Listings

- Campus Gardens**
2000 Campus Gardens
College Park, MD 20742
Call: 301-474-0244
- College Park Towers**
2000 College Park Towers
College Park, MD 20742
Call: 301-474-0244
- Dorsey College Park**
2000 Dorsey College Park
College Park, MD 20742
Call: 301-474-0244
- The Edison**
2000 The Edison
College Park, MD 20742
Call: 301-474-0244
- Fuse 47**
2000 Fuse 47
College Park, MD 20742
Call: 301-474-0244
- Grubbs Hill**
2000 Grubbs Hill
College Park, MD 20742
Call: 301-474-0244
- Luxury College Park**
2000 Luxury College Park
College Park, MD 20742
Call: 301-474-0244
- The Velocity**
2000 The Velocity
College Park, MD 20742
Call: 301-474-0244



Top 10 Renter Mistakes

- 1. Signing a lease without reading it thoroughly.** Many renters sign a lease without reading it thoroughly. This is a big mistake because the lease contains important information about the terms and conditions of the rental. Always read the lease carefully before signing it.
- 2. Signing a lease without visiting the property & meeting the landlord.** Before signing a lease, you should visit the property and meet the landlord. This will help you get a better idea of the property and the landlord's personality. It will also help you build a positive relationship with the landlord.
- 3. Forgetting to consider transportation.** When choosing a rental, you should consider transportation. This includes the location of the rental, the availability of public transportation, and the cost of parking. Making sure you have a good transportation plan will help you avoid problems down the road.
- 4. Not consulting with a realtor.** If you are a first-time renter, you should consult with a realtor. A realtor can help you find a good rental and negotiate the terms of the lease. This will help you build a positive relationship with the landlord.
- 5. Not considering the cost of utilities.** When choosing a rental, you should consider the cost of utilities. This includes electricity, water, gas, and internet. Making sure you can afford the utilities will help you avoid problems down the road.
- 6. Not consulting with your parents before moving.** Before moving, you should consult with your parents. This will help you get their advice and support. It will also help you build a positive relationship with your parents.
- 7. Not getting the most out of your lease.** When you sign a lease, you should get the most out of it. This includes paying the rent on time, keeping the property clean, and following the rules of the lease. Making sure you get the most out of your lease will help you build a positive relationship with the landlord.
- 8. Not being clear on the responsibilities of a tenant.** When choosing a rental, you should be clear on the responsibilities of a tenant. This includes paying the rent, keeping the property clean, and following the rules of the lease. Making sure you understand your responsibilities will help you avoid problems down the road.
- 9. Not reading the rental rules.** When you sign a lease, you should read the rental rules. This will help you understand the terms and conditions of the rental. It will also help you build a positive relationship with the landlord.
- 10. Not understanding the importance of a good landlord.** A good landlord is important for a successful rental experience. A good landlord will be helpful, responsive, and fair. Making sure you have a good landlord will help you build a positive relationship with the landlord.



NEWSSTAND POSTERS

Place your highly visible, full-color poster on one of our high-traffic newsstands!
Posters are 19"w x 36"h or 26"w x 50"h in size.

\$350/Month/Location

Supply your own posters or posters can be printed for an additional charge of \$65.

\$300/Month/Location

3+ locations in one month OR one placement in 3+ consecutive months. free poster printing included*

\$250/Month/Location

3+ locations in one month AND 3+ consecutive months. Free poster printing included*

**Additional copy changes after first month will be charged \$65 per poster changed.*

Available Locations:

- Stamp Student Union
- McKeldin Library
- Hornbake Library
- Bagel Place



PROMO SQUAD

Coupons and Flyers Delivered by Hand!

Put your event flyer or coupon directly into the hands of UMD students, faculty and staff. Our talented marketing and design team can help you build dynamic and effective sales materials that WORK.

+ Brand Ambassador Services

Wearing Branded Clothing/Gear

Just \$50 with the supply of sufficient quantity of company brand hats, shirts, etc. for the promo squad members.

Bulletin Board Posters

The Diamondback can get your message front and center in all the busiest parts of campus.

Your poster or flyer will be posted where students spend the majority of their time.

\$200 for 100 flyers

Design and printing services available

Sidewalk Chalking

Chalking: name/event, short phrase, URL (max 7 words + URL)

Cost: \$35 per chalking, up to 3-4 colors

Size: standard 4x4 sidewalk square

Additional words/space at additional cost

DISTRIBUTION COST

Pieces	Cost
100	\$100
250	\$250
500	\$500
750	\$675
1000	\$700

FLYER PRINTING COST

Amount	Single-Sided	Double-Sided
100	\$45	\$85
250	\$65	\$110
500	\$110	\$120
750	\$135	\$165
1000	\$145	\$190



Prime Campus Locations

(minimum 3 chalkings per location)

McKeldin Library

McKeldin Library mall pathways

Stamp Student Union

South Campus Dining Hall

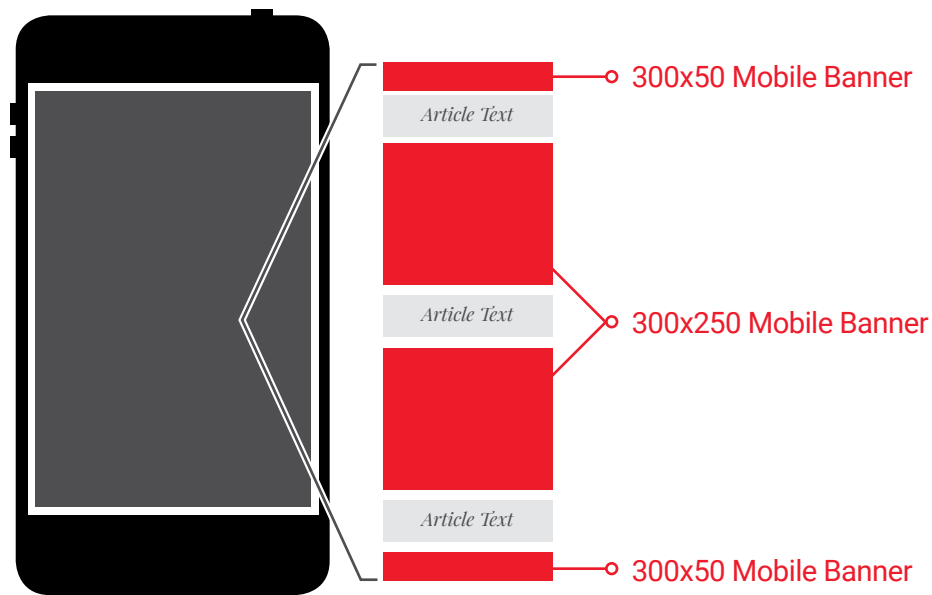
Hornbake Library

ONLINE ADS

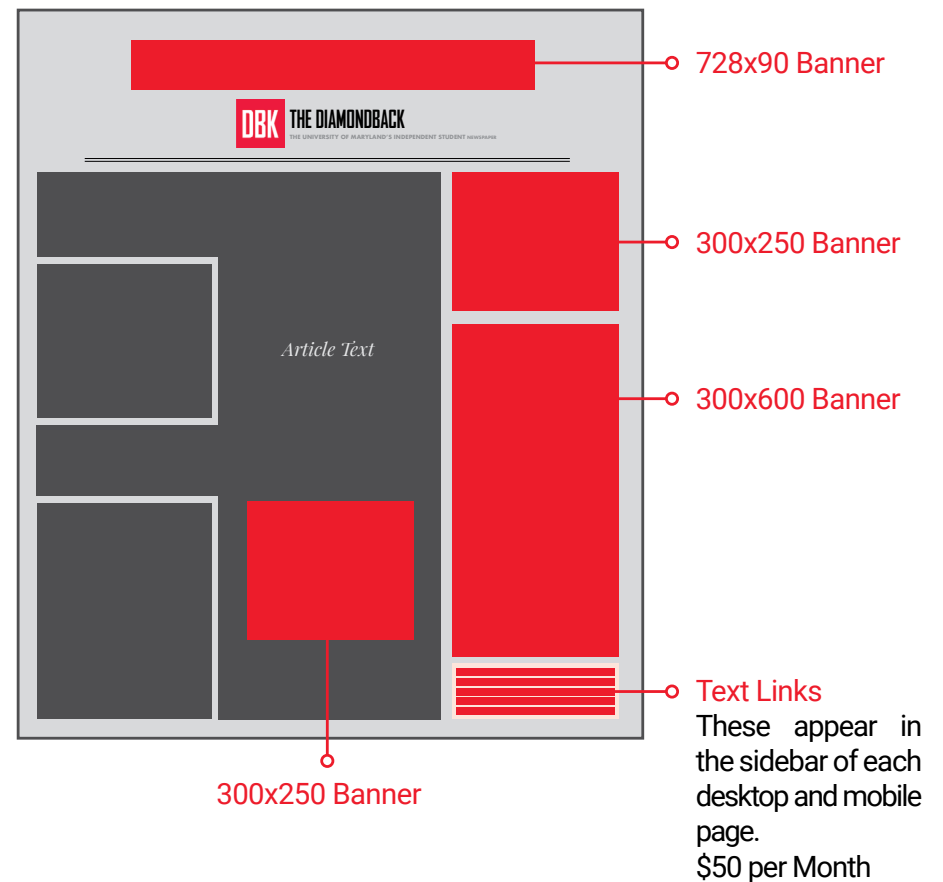
Gen Z and millennial users are true digital and mobile natives consuming 70% of their news content on their mobile devices. Diamondback digital advertising is sold on a cost-per-thousand impression basis and will appear on all of our digital platforms and in a variety of ad sizes until the the advertisers budget and or impression goals are fulfilled.

Banner Advertising (cost per thousand impressions)

- ◆ \$10 - The University of Maryland, Nonprofits and Student Groups
- ◆ \$11 - Standard Rate
- ◆ \$12 - National Advertisers
- ◆ \$15 - Specified Banner Positions



Making your own ad? See the [Creating An Ad](#) section.



CROSSPLATFORM ADS

Billboard "Takeover" Ads

A premium position on DBKnews.com. Relevant advertising is highly valued by our readers and messages appearing in these positions consistently achieve:

High Engagement

Billboard ads often gain much higher engagement than standard ads, appearing at the top of the page so users will view them before moving on to any other content.

High Conversion Rates

People who interact with takeover ads convert to buyers or users at higher rates relative to other online ad formats.

Flexible Delivery

Advertisers have flexibility on timing and structure of these ads. Compelling images, interactive quizzes, and other creative engagement mechanisms are all possible.

1000*x300 • Desktop Billboard

**background will be added to add an additional 920px*

100% of impressions / week: \$600

100% of impressions / day: \$100

50% of impressions / week: \$350

50% of impressions / day: \$75

400x200 • Mobile Billboard

100% of impressions / week: \$600

100% of impressions / day: \$100

50% of impressions / week: \$350

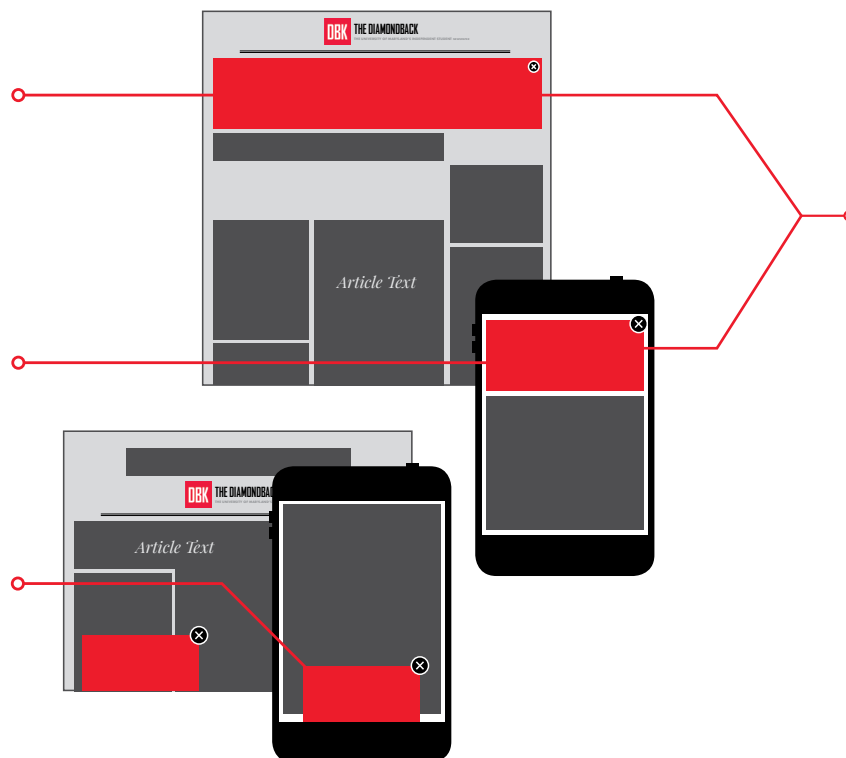
50% of impressions / day: \$75

250x120 • Sidekick

\$500/week or \$150 per day

Includes all mobile & desktop platforms

Appears once every 5 minutes for each visitor



Billboard Combination

Appears on both desktop & mobile

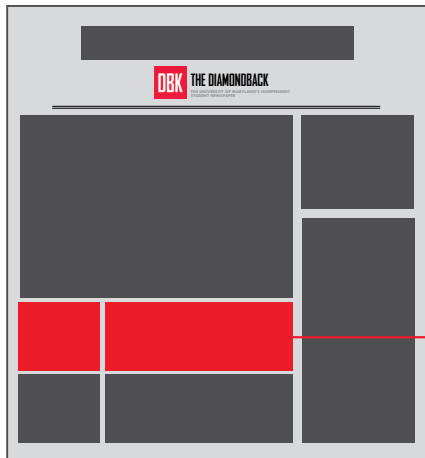
100% of impressions / week: \$1000

100% of impressions / day: \$200

50% of impressions / week: \$750

50% of impressions / day: \$150

SPONSORED CONTENT



On each purchased day of sponsored content the article:

- ◆ Appears on the homepage within other breaking news stories
- ◆ Gets posted onto The Diamondback's Facebook wall
- ◆ Gets included in that day's Diamondback e-mail newsletter
- ◆ Includes Twitter blast to the 23,000+ followers of @thedbk

1ST Week

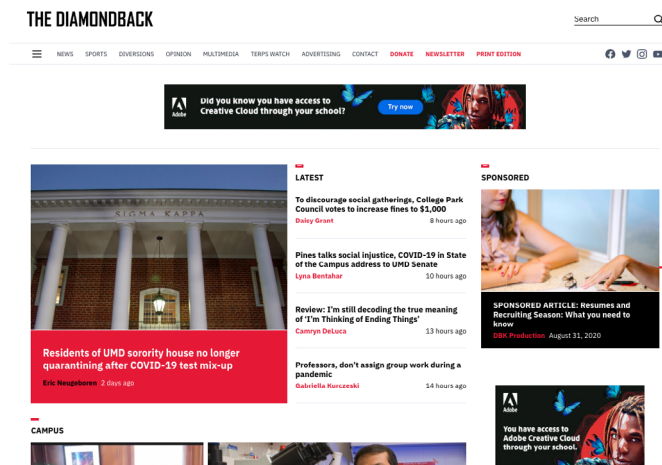
\$900

Frequency Discount

Add 2ND Week

+ \$300

includes writing & design



SPONSORED

SPONSORED ARTICLE: Resumes and Recruiting Season: What you need to know

DBK Production · August 31, 2020

Share Tweet Email



Job searching during a global pandemic was probably the last scenario college students would have envisioned. After a disastrous spring filled with canceled internships, revoked job offers, and awkward "virtual career fairs" many college students have been left wondering "what do I do now". As the fall rolls around and a likely "virtual" recruiting season approaches, making yourself stand out is more important than ever. It is never too early to get a start on crafting a stand-out resume. UMD students

SOCIAL NETWORKS & EMAIL

 24,100+

People following [@thedbk](#) on Twitter.

 10,700+

People following [facebook.com/TheDiamondback](#) on Facebook.

Sponsored Tweets

Tweet your message to over 23,800 followers on [twitter.com/thedbk](#).

- ◆ Limit of 280 characters per tweet. Tweets must begin with "Sponsored:"
- ◆ You may include links and/or hashtags.
- ◆ You may include an image. Photo must be approved by deadline.
- ◆ \$40 per tweet.

Email Edition

Sent out to all of The Diamondback's 9,800+ email subscribers!

Your ad will be featured on an email sent every day Monday–Friday.

- ◆ 728x200 pixels
- ◆ \$150 per week

Direct E-mail

Direct E-mail Advertising to Current Students and Recent Graduates.

Perfect for education advertisers and employers!

- ◆ 1000 Minimum
- ◆ \$.50 per email address for random delivery to students & majors
- ◆ \$1.00 per email address for targeted delivery to specific majors



The Diamondback @thedbk · Sep 23

Sponsored: What's the only way to watch every out-of-mkt NFL game, every Sunday afternoon? With [#NFLSUNDAYTICKET.TV](#) from [@DIRECTV](#) [NFLSUNDAYTICKET.TV/ROOKIE](#)



720x200

Example Ad

THE DIAMONDBACK
weekly

Monday, August 31, 2015

By [Jenna Lee](#)

Some sort of introduction to The Diamondback Weekly. This week, we cover what you're covering in the news.

Click here to read the full story.

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CREATING YOUR AD

These are guidelines for creating your own ads.

PRINT

DO NOT INCLUDE CROP MARKS OR BLEEDS IN YOUR ADS.

The ads we receive should fit exactly to the desired ad space.

Color: **CMYK** ◆◆◆◆

Use 100K for black areas/text, not a mix of CMYK colors to avoid blurring.

Images pulled directly from the internet will probably be in RGB, so be sure to check.

No Spot / Pantone Colors

Resolution: **300 pixels/inch**

Save As: **PDF** (fonts embedded) or **TIF** (flattened, LZW compression)

ONLINE

ADS OVER 50KB IN SIZE MAY BE RESAMPLED.

Color: **RGB** ◆◆◆

Animated GIFs may require lowered color numbers to stay under the 50kb file size limit.

Transparency in GIFs and PNGs is not supported.

Resolution: **72 pixels/inch**

Save As: **PNG, JPEG, or GIF**

If you are using Photoshop, simply use File>Save for Web. Your ad's file size must be under 50kb. PNGs are larger. JPEGs are great for blended colors and gradients. GIFs are best for solid colors and will also allow some animation.

CHECKING THE SIZE

Checking PDF Size in Acrobat

Drop your ad into Adobe Acrobat.

At the bottom, you should see a measurement.

If not, you may need to turn on Rulers:

View > Show/Hide > Rulers & Grids > Rulers

Checking Size and Resolution in Photoshop

Drop your ad into Adobe Photoshop.

Go to: Image > Image Size