

THE JUSTICE

BRANDEIS
STUDENT
NEWSPAPER
SINCE 1949

The Justice
Brandeis University, Mailstop 214
415 South Street
Waltham, MA 02454-9110

781-736-3750

ADS@THEJUSTICE.ORG

WWW.THEJUSTICE.ORG

2023

MEDIA KIT

The Justice is the independent student newspaper of Brandeis University in Waltham, Massachusetts. The paper is run entirely by undergraduate students. Since its founding in 1949, the Justice has provided a critical perspective on Brandeis University policy and events through its articles and editorial work. The Justice is published every Tuesday and distributed throughout the Brandeis campus.

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Brandeis University's Independent Student Newspaper Since 1949 | Waltham, MA

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WHO WE ARE

The Justice is the independent student newspaper of Brandeis University. Operated, written, produced and published entirely by students, the Justice includes news, features, arts, opinion and sports articles of interest to approximately 3,600 undergraduates, 2,100 graduate students, 500 faculty and 1,000 administrative staff.

The Justice is published every Tuesday of the academic year with the exception of examination and vacation periods.

OUR AUDIENCE

**1000 PRINT
CIRCULATION**

**30
DISTRIBUTION
LOCATIONS**

**20,000
MONTHLY
SITE VISITORS**

3.5K+ UNDERGRADUATES



1K+

1.9K+ GRADUATE STUDENTS



2.2K+

1.8K+ FACULTY + STAFF

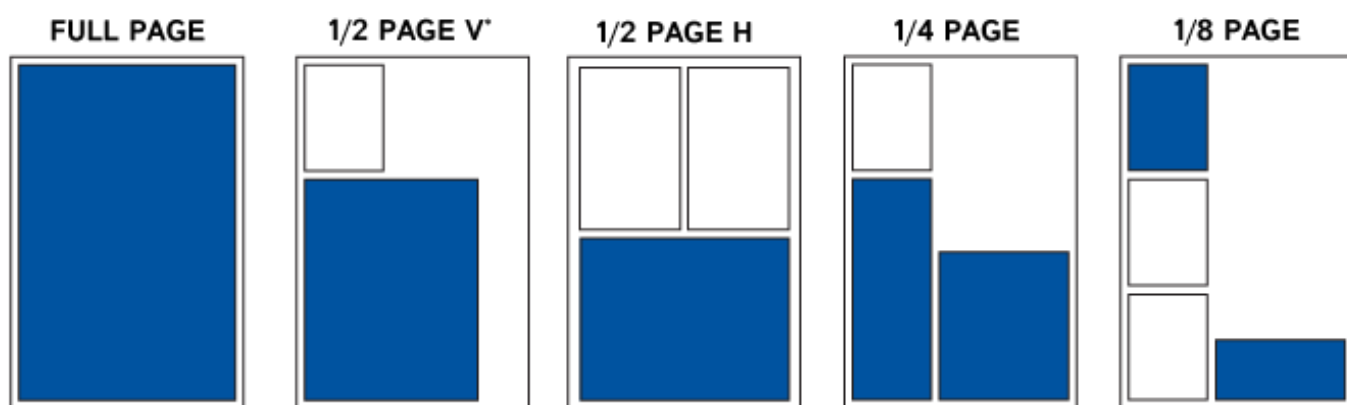


1.4K+

63K+ LIVING ALUMNI

PRINT

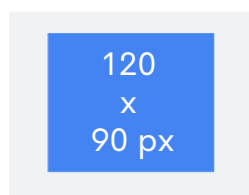
Brandeis was established in 1948, and members of the founding class created the Justice the following spring. The newspaper was named after the university's namesake, Justice Louis Brandeis. Since its founding, the Justice has been a reliable source of news for the Brandeis community and beyond. Print advertising is a must-have for any comprehensive outreach campaign. Advertisers can reach the loyal Justice readership and establish presence within the Brandeis community, the Brandeis Alumni web, and beyond.



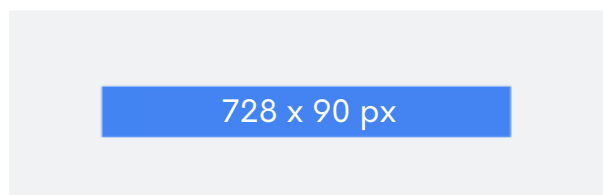
Student Online Prices (50% off)					
Size	Dimensions*	One Week	One Month	One Semester	Two Semesters
1/8	5" x 4"	\$20	\$75	\$180	\$350
1/4	5" x 8"	\$40	\$150	\$360	\$700
1/2	10" x 8"	\$75	\$250	\$600	\$1,175
Full	10" x 16"	\$125	\$400	\$1,000	\$1,950
On-Campus/Non-Profit Online Prices (25% Off)					
Size	Dimensions*	One Week	One Month	One Semester	Two Semesters
1/8	5" x 4"	\$30	\$115	\$270	\$525
1/4	5" x 8"	\$60	\$225	\$540	\$1,050
1/2	10" x 8"	\$115	\$375	\$900	\$1,750
Full	10" x 16"	\$150	\$400	\$1,500	\$2,925
Off Campus Online Prices					
Size	Dimensions*	One Week	One Month	One Semester	Two Semesters
1/8	5" x 4"	\$40	\$150	\$360	\$700
1/4	5" x 8"	\$80	\$300	\$720	\$1,400
1/2	10" x 8"	\$150	\$500	\$1,200	\$2,350
Full	10" x 16"	\$250	\$800	\$2,000	\$3,900
*These are the basic sizes we offer, if there is a different size you would like, please email ads@thejustice.org					

ONLINE

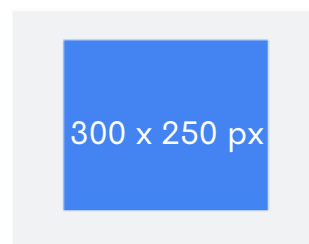
The Justice currently releases between 16 and 20-page print paper every Tuesday for distribution throughout the Brandeis University campus, as well as PDF versions of printed media on its website. Every print article in the Justice is also posted to our website, which averages 500+ views per article per month. Groups can expand their reach into the Brandeis community with affordable, high-value advertising on www.thejustice.org.



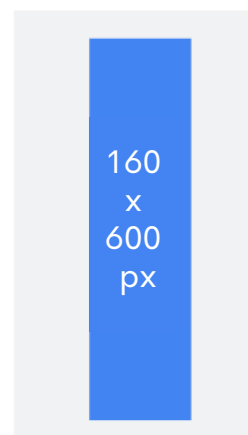
Button



Leaderboard



Medium
Rectangle



Skyscraper

Student Online Prices (50% off)					
Size	Dimensions*	One Week	One Month	One Semester	Two Semesters
Skyscraper	160 x 600	\$100	\$350	\$1,200	\$2,200
Medium Rectangle	300 x 250	\$75	\$250	\$900	\$1,500
Leaderboard	728 x 90	\$50	\$150	\$500	\$900
Button	120 x 90	\$35	\$120	\$380	\$700
On-Campus/Non-Profit Online Prices (25% Off)					
Size	Dimensions*	One Week	One Month	One Semester	Two Semesters
Skyscraper	160 x 600	\$150	\$525	\$1,800	\$3,300
Medium Rectangle	300 x 250	\$100	\$375	\$1,350	\$2,250
Leaderboard	728 x 90	\$75	\$225	\$750	\$1,350
Button	120 x 90	\$60	\$180	\$570	\$1,050
Off Campus Online Prices					
Size	Dimensions*	One Week	One Month	One Semester	Two Semesters
Skyscraper	160 x 600	\$200	\$700	\$2,400	\$4,400
Medium Rectangle	300 x 250	\$150	\$500	\$1,800	\$3,000
Leaderboard	728 x 90	\$100	\$300	\$1,000	\$1,800
Button	120 x 90	\$80	\$240	\$760	\$1,400

*These are the basic sizes we offer, if there is a different size you would like, please email ads@thejustice.org

CLASSIFIEDS

The Justice is bringing back classifieds! We will post roommate searches, job descriptions, personal notes, products and services, etc.

Notes on Classifieds:

- Pricing is based on lines (average word count per line is 5)
- The first sentence will be bolded for no additional charge (example below)
- Classified ads may include a photo or graphic for an additional charge

Seeking Love. Down-to-earth, athletic cute, accomplished, philanthropic Brandeis student in NW CT seeks like-minded man 18-22. Ideal—dog lover, enjoys travel, laid-back luxury. Long distance OK. ads@thejustice.org

Buying Baseball Cards. And all other sports cards, cert. memorabilia & graded vintage cards. Prefer pre-1980. Paying top dollar \$\$\$. Call 781-555-1234

Student Classified Prices (50% off)				
Size	One Week	One Month	One Semester	Two Semesters
4 lines (~20 words)	\$10	\$30	\$100	\$175
5 lines (~25 words)	\$12	\$38	\$125	\$219
6 lines (~30 words)	\$15	\$45	\$150	\$263
7 lines (~35 words)	\$20	\$60	\$175	\$300
On-Campus Classified Prices (25% Off)				
Size	One Week	One Month	One Semester	Two Semesters
4 lines (~20 words)	\$15	\$45	\$150	\$263
5 lines (~25 words)	\$19	\$56	\$188	\$328
6 lines (~30 words)	\$23	\$68	\$225	\$394
7 lines (~35 words)	\$30	\$90	\$263	\$450
Off Campus Classified Prices				
Size	One Week	One Month	One Semester	Two Semesters
4 lines (~20 words)	\$20	\$60	\$200	\$350
5 lines (~25 words)	\$25	\$75	\$250	\$438
6 lines (~30 words)	\$30	\$90	\$300	\$525
7 lines (~35 words)	\$40	\$120	\$350	\$600

All classifieds can include a photo or graphic for an increased cost. Email ads@thejustice.org for more information

PUBLICATION DATES

The Justice currently releases print newspapers every Tuesday, with the exception of school breaks. There is an average of 10-12 publications each semester, with special editions for the first issue of the school year, the April Fools issue, and the commencement issue.

The publishing calendar for the 2022-2023 school year can be found below.

the Justice 2022-2023 Publishing Calendar

August						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

March						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

October						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

January						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

November						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

February						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

May						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Print Issue

Online Issue

April Fools Pullout

First Issue of Semester

Commencement Issue

POLICIES

Standards

- We always keep our news content separate from advertisements that we run, both in print and online editions of the Justice. We will not publish as news content images obtained for or articles written for the purpose of promotion, nor pieces for which we are paid or compensated in any way.
- All advertisements that the Justice publishes will be clearly marked as advertisements and distinguished from our news content.
- We will not screen advertisements in a way that advocates for any partisan interest.
- We will not publish ads to further interests or reflect our personal views.
- All advertisements that appear in the Justice or thejustice.org are subject to the final approval of the Editor in Chief, Managing Editor, Ads Editor, Senior Editors, and/or Layout Editors, who reserve the right to reject any advertisement with cause.

Advertisement Submission

Clients must submit creative for all advertisements via email to ads@thejustice.org on or before the Sunday prior to publication by 10 a.m. Any late submissions may not appear in the issue, or may be subjected to a late fee. Cancellations made after the submission deadline may also be subjected to a cancellation fee.

Payment

Please complete payment within 30 days of receiving the invoice. We accept cash or check (made payable to The Justice at Brandeis University). On campus organizations have the option of paying by chargeline (chartstring). Please request Budget Analyst Stephen Costa to post the charge to the Justice chargeline and cc managing@thejustice.org.

Late payments will be assessed a 5% late fee compounded every 30 days.

Ad Design

All requests for ad design services, with full copy and art design, must arrive within five business days of the ad's first scheduled run date. Ad designs that are requested with fewer than five days' notice may be subject to an additional fee.

Any client requesting ad design services may provide images, logos and other graphic elements for use in their ad, but the client must own the images provided or possess the rights to use the image for commercial purposes. The designs themselves are intended for use solely in the Justice. Contact us if you would like to use your designed advertisement elsewhere, and we can arrange an agreement.

THE JUSTICE ADVERTISING INVOICE

Invoice #0000

Pay to:

The Justice at Brandeis University

Client

contact info

Mailing Address:

Brandeis University
attn: Advertising Editor (the Justice)
MS 214, Brandeis University
415 South Street
Waltham, MA 02454-9110

Issued On: Date
Due By: Date

Advertiser	Ad Details	Dates to be Run	Units	Price Per Unit (PPU)	Add-Ons

Net Total (Units x PPU + Add-Ons):

Thank you,
Maddy Dulong
Advertising Editor, The Justice

Any questions, concerns, or adjustments should be emailed to ads@thejustice.org

THE JUSTICE INSERTION ORDER

ADVERTISER INFORMATION

The Justice at Brandeis University

Order #0000

Contact Information:

Madison Dulong
Advertising Editor
ads@thejustice.org
781-710-1654

Billing Address:

Brandeis University
attn: Advertising Editor (the Justice)
MS 214, Brandeis University
415 South Street
Waltham, MA 02454-9110

ADVERTISEMENT INFORMATION

Ad Start Date: _____

Ad End Date: _____

Add Name/File Name: _____

Ad Type:

☐

Online

☐

Print

☐

Classified

Ad Size: _____

(use sizes shown on pricing pages, unless otherwise agreed upon)

Thank you,
Maddy Dulong
Advertising Editor, The Justice

Any questions, concerns, or adjustments should be emailed to ads@thejustice.org



Thank You!

The Justice
Brandeis University, Mailstop 214
415 South Street
Waltham, MA 02454-9110

Phone: 781-736-3750

Email: ads@thejustice.org

