

# Inserts & Circulation

## Preprinted Inserts

- ◇ \$60.00 per thousand, up to 16 pages.
- ◇ Contact your **Diamondback** Advertising Representative or Advertising Manager at 301.314.8000 regarding inserts over 16 pages.
- ◇ Minimum of 5,000 inserts.
- ◇ Single sheet inserts must be at least 70 pound stock to ensure proper insertion.
- ◇ No inserts on Wednesdays or Thursdays. Dates for inserts must be reserved no later than one week in advance.
- ◇ Ship one week in advance of insertion to:  
*Chesapeake Publishing Corp.*  
Attn: Joanne Gowe/Diamondback Inserts  
29088 Airpark Drive  
Easton, MD 21601

## Circulation

- ◇ Distribution of 15,000 papers from 72 strategic points on campus and the City of College Park, and by mail to paid subscribers.
- ◇ Over 91% of the campus population reads **The Diamondback** at least once a week.

## Statistical Summary

Undergraduate students.....	26,475
Graduate students.....	10,525
Faculty.....	3,867
Staff .....	5,717
<b>TOTAL .....</b>	<b>46,584</b>

**25%** of students attending are Out-of-State.

**65%** of students commute to the University.

**29%** of students attending the University are minorities.