

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 16,500 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.....	25,857
Graduate students.....	10,157
Faculty.....	3,752
Staff.....	4,829
TOTAL.....	44,595

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

65% of students commute to the University.

29% of students attending the University are minorities.