

## Advertising Rates & Information • Fall 2010; Winter, Spring, Summer 2011

The Daily Northwestern publishes Monday-Friday during the academic year and is the primary news source of the NU community, preferred 3-to-1 (over all other sources combined). Evanston's ONLY DAILY is delivered to more than 70 locations around NU's Evanston and Chicago campuses and newsboxes in downtown Evanston, reaching more than 15,000 students, staff, faculty and residents every day. SEE PAGE 2 FOR COMPLETE RATE INFORMATION. Publication dates are highlighted below.

### Publication Calendar (highlighted)

September 2010							October 2010						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
			1	2	3	4						1	2
5	6	7	8	9	10	11	3	4	5	6	7	8	9
12	13	14	15	16	17	18	10	11	12	13	14	15	16
19	20	21	22	23	24	25	17	18	19	20	21	22	23
26	27	28	29	30			24/31	25	26	27	28	29	30

November 2010							December 2010						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
	1	2	3	4	5	6			1	2	3	4	
7	8	9	10	11	12	13	5	6	7	8	9	10	11
14	15	16	17	18	19	20	12	13	14	15	16	17	18
21	22	23	24	25	26	27	19	20	21	22	23	24	25
28	29	30					26	27	28	29	30	31	

January 2011							February 2011						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
						1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28					
30	31												

March 2011							April 2011						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
		1	2	3	4	5						1	2
6	7	8	9	10	11	12	3	4	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23
27	28	29	30	31			24	25	26	27	28	29	30

May 2011							June 2011						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

July 2011							August 2011							
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	
					1	2			1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13	
10	11	12	13	14	15	16	14	15	16	17	18	19	20	
17	18	19	20	21	22	23	21	22	23	24	25	26	27	
24/31	25	26	27	28	29	30	28	29	30	31				

### Special Advertising Opportunities

FALL QUARTER 2010	Pub Date	Deadline
• WELCOME BACK Issue	Sept 20	Sept 16
Football Game Day (vs Centrl Mich)	Sept 24	Sept 22
Football Game Day (vs Purdue)	Oct 8	Oct 6
Homecoming (vs Mich State)	Oct 22	Oct 20
Parents' Weekend (vs Iowa)	Nov 12	Nov 10
Football Game Day (vs Illinois)	Nov 19	Nov 17
Last Daily of Quarter	Nov 23	Nov 19
Holiday Shopping Guide	Dec 1	Nov 19

Northwestern University Calendar:

Fall Classes begin	Tues, Sept 21
Thanksgiving Break	Nov 24-28
Finals Week	Dec 6-10

WINTER QUARTER 2011	Pub Date	Deadline
• First Issue of Winter Quarter	Jan 4	Dec 16
Valentine's Special	Feb 9	Feb 7
Spring Sports Preview	Feb 24*	Feb 19
Last Daily of Quarter	Mar 4	Mar 2

Northwestern University Calendar:

Winter Classes Begin	Mon, Jan 3, 2011
MLK Day (no classes, no issue)	Mon, Jan 17
Finals Week	March 14-18
Spring Break	March 21-25

SPRING QUARTER 2011	Pub Date	Deadline
• First Issue of Spring Quarter	Mar 29	Mar 24
GREEN Issue	Apr 15	Apr 13
Mother's Day Special	May 4*	May 2
Dining Guide	May 25	May 12
Last Daily of Quarter	May 27	May 25
Graduation Guide	June 13	June 3

Northwestern University Calendar:

Spring Classes Begin	Mon, Mar 28
Memorial Day Holiday (no issue)	May 30
Finals Week	June 6-10
153rd Commencement	June 17

SUMMER 2011	Pub Date	Deadline
Graduation Wrap-up Issue**	June 23	June 20
Last Summer Issue	July 28	July 25
NEW STUDENT Issue 2011	Aug 9	July 28

Northwestern University Calendar:

Summer Classes Begin	Mon, June 20
Summer Classes End	Aug 12
Fall 2011 Classes Begin	Tues, Sept 20

\* Publication Date subject to change. \*\*The summer paper publishes every Thursday for six weeks. Ask about special rates for summer issues.

### Daily Facts

- Since it was first published in 1881, The Daily Northwestern, has been the most effective means of reaching the Northwestern community. We complement NU's strong academic reputation and closely adhere to the university's goal of fostering excellence.

- One of the nation's most respected college newspapers, The Daily Northwestern has won dozens of regional and national awards, including the Pacemaker Award, the Associated College Press' "Pulitzer Prize of college journalism."

- The Daily is published every Monday-Friday during the academic year except during vacation periods and the two weeks preceding them. The Summer Northwestern is published six Thursdays in June/July.

- The Daily is published by Students Publishing Company, Inc. (SPC), a nonprofit corporation chartered in the State of Illinois to publish and distribute student publications. SPC is dedicated to providing a training environment for students interested in the publishing field. It is staffed by three full-time professionals and more than 200 students. It is overseen by a seven-member board comprised of students, staff, faculty and alumni.

- SPC is financially independent of Northwestern University and responsible for generating all income. For more information about SPC call 847-491-7206.

## Display Advertising 2010-2011

Display Ad sizes of The Daily Northwestern are based on the Standard Ad Unit (SAU). Each SAU is approximately 2.5" square and costs \$22.00. Pricing is based on the total number of SAUs (width x depth) of your ad. A full page ad is 4 SAUs wide and 6 SAUs deep, to total 24 SAUs. Sample ad sizes shown at right. **Your ad can be any size**, based on these measurements.

### Local/General Ad Rate: \$22.00/SAU

<b>Full Page</b> (4x6 = 24 SAUs):	<b>\$528.00 /day</b>
<b>Half Page</b> (12 SAUs):	<b>\$264.00 /day</b>
<b>Quarter Page</b> (6 SAUs):	<b>\$132.00 /day</b>
<b>Sixth Page</b> (4 SAUs):	<b>\$88.00 /day</b>
<b>Eighth Page</b> (3 SAUs):	<b>\$66.00 /day</b>
<b>Two Unit ad</b> (2 SAUs):	<b>\$44.00 /day</b>
<b>One Unit ad</b> (1 SAU):	<b>\$22.00 /day</b>

**Spot Color: \$100**      **Full Color: \$300**

**Agency Rate: \$25.95 / SAU** (15% Commissionable)

(Contract rates available) All rates effective through July 2011

For more information, call **847-491-7206**  
or email [spc-compshop@northwestern.edu](mailto:spc-compshop@northwestern.edu)

<b>Full Page</b> <b>\$528</b> <b>4 wide</b> <b>x 6 deep</b> <b>24 SAUs</b>
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<b>Quarter Page</b> (vertical) <b>\$132</b> <b>2x3=6</b>	<b>\$44</b> <b>2x1=2</b> <b>Sixth Pg</b> <b>\$88</b> <b>2x2 = 4</b>
<b>Half Page \$264</b> (horizontal) <b>4x3 = 12 SAUs</b>	

### Display Ad Measurements

Columns (width)	Decimal	Picas
1 SAU wide	2.444"	14p8
2 SAUs	5.0625"	30p6
3 SAUs	7.708"	46p3
4 SAUs	10.333"	62p
Units (depth)	Decimal	Picas
1 SAU deep	2.5"	15p
2 SAUs	5.125"	31p
3 SAUs	7.833"	47p
4 SAUs	10.541"	63p3
5 SAUs	13.215"	79p3
6 SAUs	15.875"	95p3

Submit digital files and production questions to: [spc-compshop@northwestern.edu](mailto:spc-compshop@northwestern.edu)

- Reserve your ad space at least 2 days before your ad is to run. Allow extra time if your ad needs to be designed.
- Include the size of your ad, the dates it should run and the ad itself. Include your daytime contact information.
- PDFs with 300 dpi images are preferred. Please embed all fonts and use CMYK for full color.

## Online Advertising

The Daily offers two options for advertising on our Web site, [www.DailyNorthwestern.com](http://www.DailyNorthwestern.com). For more information, call Chris at 847-491-7206 or email [spc-compshop@northwestern.edu](mailto:spc-compshop@northwestern.edu).

### Local Banner Ads:

Your ad will appear near The Daily flag.

1 week: **\$125**

2 weeks: **\$250**

3 weeks: **\$350**

4 weeks: **\$450**

### Text Links:

These are one-line ads with a hyperlink on the bottom of each page.

1 month: **\$250 (per link)**

3 months: **\$550**

6 months: **\$850**

## Pre-Printed Inserts

One insert per day is allowed in each issue of The Daily. Please call the Business Manager for approval and specifications at 847-491-7206. Minimum run is 4,000; maximum is 6,000

- 1-4 pages (2 sheets): \$70 per 1,000
- Each additional 4 pages: \$10 per 1,000

## Classified Advertising

**All Classified Ads must be paid in advance.** Deadline is two business days before publication. Download a form at: [dailynorthwestern.com/classifieds](http://dailynorthwestern.com/classifieds). Mail or FAX your completed form to 847-491-9905. Classifieds may ALSO RUN ONLINE for additional \$1.00 / day.

### Line Classifieds:

Standard format, allowing up to 35 characters per line; (27 characters per line if using all capital letters)

- \$5.00 per line, per day;
- \$4.00 per line, per day (if ad runs unchanged for 5 or more consecutive days)

### Display Classifieds:

Bordered, one column ads in the Classifieds section. No logos or art accepted. Add \$1.00/day to run reverse ad.

- Size A: **\$15** (1" deep)
- Size B: **\$20** (2" deep)
- Size C: **\$25** (3" deep)

## Daily Puzzle Spot

Guaranteed premium placement between the popular SUDOKU and the Crossword. Your ad in this spot (approx. 2.5" x 3") can also feature your logo or artwork. Not available to run online.

- 1 day: **\$30**
- 5 days (Mon-Fri): **\$120 - 5th day is free!**

## Daily Policies

• The Advertiser and/or Advertising Agency agrees to defend and indemnify the Publisher against any and all liability, loss or expense arising from claims of libel, unfair competition, unfair trade practice, infringement of trademarks, trade names or patents, violations of rights of privacy and infringements of copyrights and proprietary rights resulting from the publication of the Advertiser's advertisements.

• The Daily Northwestern reserves the right to decline, discontinue or revise any advertisement and to set the words "Paid Advertisement" above any ad.

• The Daily Northwestern reserves the right to insert the name of an ad's sponsor in the advertisement.

• All employment advertising must identify the company in the ad.

• Samples of all mail order items must be available upon request of the Ad Office.

• Ads for political candidates or parties are not eligible for the campus rate and must bear the name and address of the sponsoring individual or organization. Such ads must be paid in advance.

• The liability of The Daily Northwestern for failure to publish an advertisement for any reason in the specified issue shall be limited to publishing the ad in a subsequent issue.

• The Business Manager must be notified of an ad cancellation at least two business days before scheduled run date. If not notified in time, full cost of ad will be charged.

• All new accounts will be required to pay in advance until credit has been established.

• SPC reserves the right to require prepayment for advertising, or to reject advertising, if the advertiser is delinquent in payment, or if the advertiser's credit is impaired.

• SPC reserves the right to set credit limits on established accounts.

• Advertisers failing to meet their contract volume will be charged the difference between the contract rate and the open rate for all advertising for the duration of the contract.

• No credits will be issued for an ad after 30 days following publication.

• All ads smaller than full page are required to have borders.

• All advertising is placed run-of-paper. No position is guaranteed.

• Advertising produced by The Daily Northwestern shall be its property and shall not be reproduced or used without The Daily's consent.