



GENERAL INFORMATION

20,400 readers per issue

81% of students read The Kansan at least once a week

3.6 average issues read per week

1.7 average readers per individual paper

81% of students read *The University Daily Kansan*

44.2% of students read Lawrence Journal World

30.2% of students read *Kansas City Star*

28.4% of students read New York Times

FREQUENTLY READ SECTIONS

81.9% read The front page

81.2% read Campus news

67.6% read The Free for All section

60.6% read News about events in Lawrence

52.6% read Editorials and opinion columns

48.8% read The Jayplay

45.3% read Sports news

MOST READ DAYS

1 Monday

2 Thursday

3 Friday

QUALITY OF INFORMATION

97.5% of students rate their news as satisfactory

\$4.2 million average disposable income for

\$456,801 average amount students spend eating out per week

2.7 average number of times students eat out per week

41% of students visit an off-campus restaurant weekly

DELIVERY

7,533 Order pizza 1 to 2 times per week

3,704 Order sandwich/deli 1 to 2 times per

3,475 Order Chinese food 1 to 2 times per

POPULAR LOCATIONS

52% of students visit Downtown Lawrence at least once per week

51.6% of students travel to Kansas City for shopping/entertainment at least once per month

27% of students go to Oak Park mall at least

MONTHLY STUDENT SPENDING

***797,000** Car maintenance (67.2%)

\$555,000 Textbook/school supplies (63%)

\$535,000 Clothing, not including shoes (72.2%)

\$511,000 Cell phone services (48.6%)

\$224,000 Shoes (46%)

\$209,800 Alcoholic beverages (35%)

\$179,000 Prescription Medicine (40.7%)

\$176,000 Hair styling (47.2%)

\$157,000 Books (51.7%)

\$148,000 Music/DVDs (46.6%)

\$111,000 Rent movies/video games (50%)

\$78,000 Cards/Flowers (40.4%)



Spending Habits





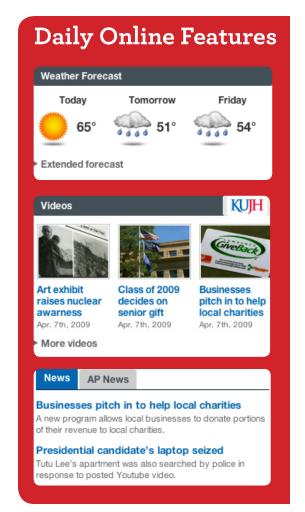
Kansan.com is the online component of The Kansan's daily print edition. Kansan.com is updated throughout the day with late-breaking news, exclusive online content, opinion commentary, photo galleries and same day game coverage. Online advertising rates can be found at www.kansan.com/ inventory. Advertisements are sized 300x250 pixels and allow trackable click-through to your website.

KEY NUMBERS

1.2 million average number of page views per semester

342,000 average number of unique visitors per semester

103,000 average number of unique visitors per month



COMMON WEB TERMS

banner ad

An online advertisement on a Web page, it links to another Web

click—through
The result of a user selecting an advertisement on a Web page.

link

Text or images on a Web page that a user can click on in order to access or connect to another document. Links are most commonly thought of as the technology that connects two Web pages or Web

page view:

Ā request to load a single page of an Internet site. A page request results from a web user clicking on a link on another HTML page pointing to the page in question.

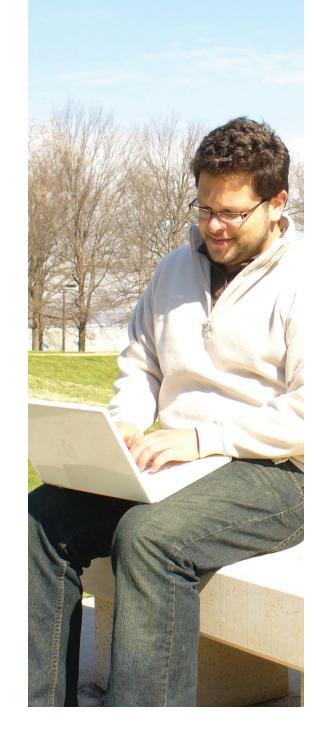
unique visitor:

The number of unique computers used to access Kansan.com. The measurement indicates the closest correlation to actual individual visitors available.









FREQUENTLY VIEWED **ONLINE SECTIONS**

1 Home page

2 Sports news

3 The Free for All section

4 News about events in Lawrence

5 Editorials and opinion columns

THE UNIVERSITY DAILY KANSAN

With more than 200 students employed throughout the year, The University Daily Kansan is an independent, student-run, non-profit organization. The Kansan is the student body's number one source of information for campus and local news and sports.

CIRCULATION AND DISTRIBUTION

The Kansan distributes 12,000 newspapers daily Monday through Friday. The Kansan is available at more than 95 locations throughout the Lawrence, Edwards, and Medical School campuses, at student housing, and at various off-campus locations students frequently visit. The Kansan is free for students.

RUN OF PRESS DEADLINES (4 P.M.)

Publication DayDeadlineMondayThursdayTuesdayFridayWednesdayMondayThursdayTuesdayFridayWednesday



