

ADVERTISE WITH US!

The Michigan Daily

Advertising Rates

Fall '10 & Winter '11

A University of Michigan Student Publication

Look inside for more details!

The Michigan Daily

420 Maynard Street, Ann Arbor, MI 48109
734-418-4115 www.michigandaily.com

A University of Michigan Student Publication
120 Years of Editorial Freedom

Contact Us.

Advertising Sales
dailydisplay@gmail.com

Classified Sales
dailyclassified@gmail.com

Finance/Credit
tmdfinance@gmail.com

Business Manager
tmdbusiness@gmail.com

Circulation
tmdcirculation@gmail.com

Newsroom 734-76-DAILY (763-2459)

Business Fax 734-936-1054

Design by Jason Mahakian

Advertising Sales Manager
Julianna Crim

Classifieds Manager
Hillary Szawala

Finance & Credit Manager
Nick Meshkin

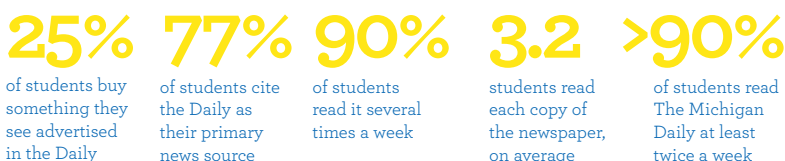
Business Managers
Katie Jozwiak & Brad Wiley

Circulation Manager
Chrissy Winkler

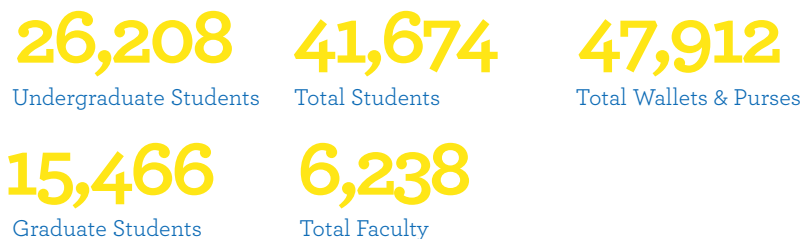
Why Advertise in Print?

The Michigan Daily boasts over 120 years of editorial freedom and excellence, and has been a part of some of the University of Michigan's most historical moments. As Ann Arbor's only daily print publication, we circulate 18,000 copies among over 40,000 readers every day of the week, making The Michigan Daily your optimal resource for reaching potential customers in the local community.

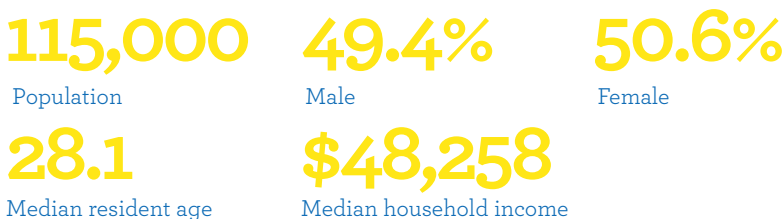
*Print Ads Have Value.*¹



*What's Your Target Audience?*²



*Who Are Ann Arbor Readers?*³



Sources:

1. AM+M 2008 College Newspaper Audience Study conducted by MORI Research

The Michigan Daily 2008 Readership Survey conducted by Power Marketing

2. "University of Michigan-Enrollment by School and College, Gender, and Class Level For Term 1760 (Fall 2009)"

3. <http://www.city-data.com/city/Ann-Arbor-Michigan.html>, 2008 data

Display Advertising

Rates & Contracts

Open Rates.....\$16.70 pci

Discount rates available for local, non-profit, and university businesses, and for student organizations.

Bulk Contract Rates

130-199"\$16.50
200-299"\$16.00
300-399"\$15.50
400-599"\$15.00
600"+.....\$14.50

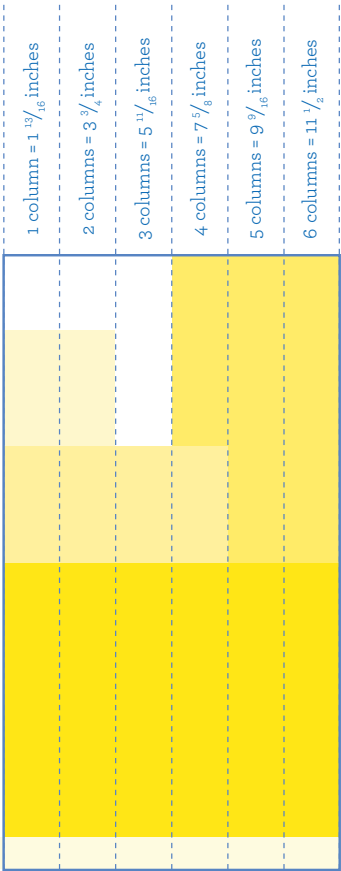
Color Rates

1 spot color.....\$140
2 spot colors.....\$280
Full process color.....\$420

Sudoku or Crossword Sponsorship (2x2)

Weekly Semester Contract\$800
One-time run\$85

Front Page Ad (6x1, full color) \$650



Display Deadlines

Deadlines are 3 business days prior to publication date at 2:30PM

Monday	Tuesday	Wednesday	Thursday	Friday	Publication
Wed PRIOR	Thurs PRIOR	Fri PRIOR	Mon PRIOR	Tues PRIOR	Deadlines

Classified Advertising

Rates & Contracts

Classified Line Rate

\$4.30 / line for the first day

\$2.25 / line each additional, consecutive day

Line Contracts (per term)

Frequency (*minimum lines per day*)

3 lines.....	\$1.70
4-7 lines.....	\$1.65
8+ lines.....	\$1.55

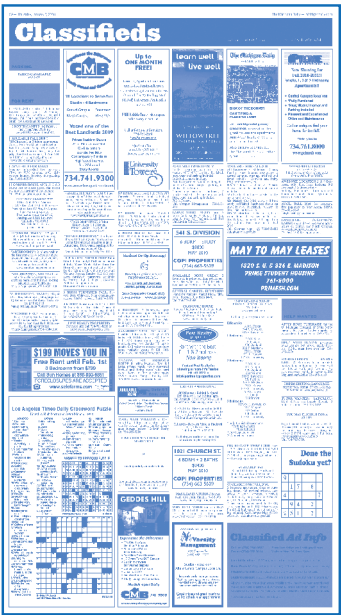
Bulk (*minimum lines per term*)

275 lines.....	\$1.70
405 lines	\$1.65
545 lines.....	\$1.55
800+.....	\$1.50

Classified Display Rate \$16.85

Display Bulk (*per term*)

40"	\$14.30
55"	\$13.75
70"	\$13.45
100"+	\$13.15



Classifieds Deadlines

Line ads 11:30AM, **1** business day prior to publication.

Camera-ready display ads 11:30AM, **2** business days prior to publication.

Typeset display ads 11:30AM, **3** business days prior to publication.

Proofs 11:30AM, **5** business days prior to publication.

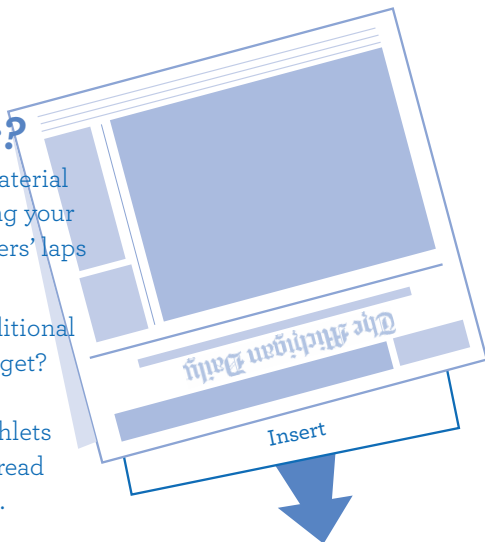
*Deadlines for personal ads are **1** day prior to normal deadlines.

Inserts

Why use inserts?

Inserts are free-floating ad material folded into the paper, meaning your ad literally falls into our readers' laps when they open the paper.

Worried about adding an additional printing expense to your budget? Use your pre-printed menus, information cards, and pamphlets as ready-to-go inserts and spread your business across campus.



Insert Rates

4 pages or less.....	\$1440
5-8 pages	\$1530
9-12 pages.....	\$1620
13-16 pages	\$1710

Insert Specifications

Insert orders must equal press run of 18,000.

A sample of the insert and payment must be received by your account executive for approval 5 business days prior to distribution. Failure to do so will result in rescheduling the insert. Inserts shipped before approval remain the Advertiser's responsibility.

Upon approval, inserts must arrive at the printer at least 3 business days prior to insertion date. Advertiser is responsible for printing and shipping their inserts. If larger than 11.5" x 12.5" inserts must be folded to meet size requirements.

Maximum Size
11.5" x 12.5" *folded*

Minimum Size
3.5" x 5.5"

Ship inserts directly to
printer upon approval only

Grand Blanc Printing
Bob Henderson
9449 Holly Road
Grand Blanc, MI 48439

*Information printed in inserts does not necessarily reflect the views and policies of The Michigan Daily.

Special Editions

Weekly Sections

SPORTS MONDAY

Published every Monday of the academic year, this issue highlights University sports news and achievements from the weekend.

the statement

The Michigan Daily's weekly news magazine, distributed every Wednesday during the academic year.

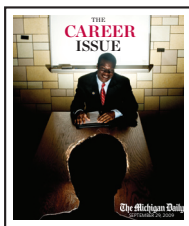
the b-side

The Daily's Thursday Arts issue covering local events, music, artists, and food.

Football Saturday



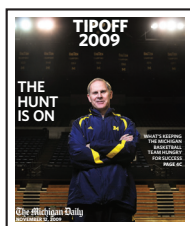
Career



Face Off



Tip Off



Spring Break



Fashion



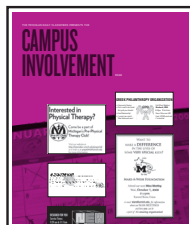
Best of Ann Arbor



Graduation



Campus Involvement



Fall Realty



Summer Realty



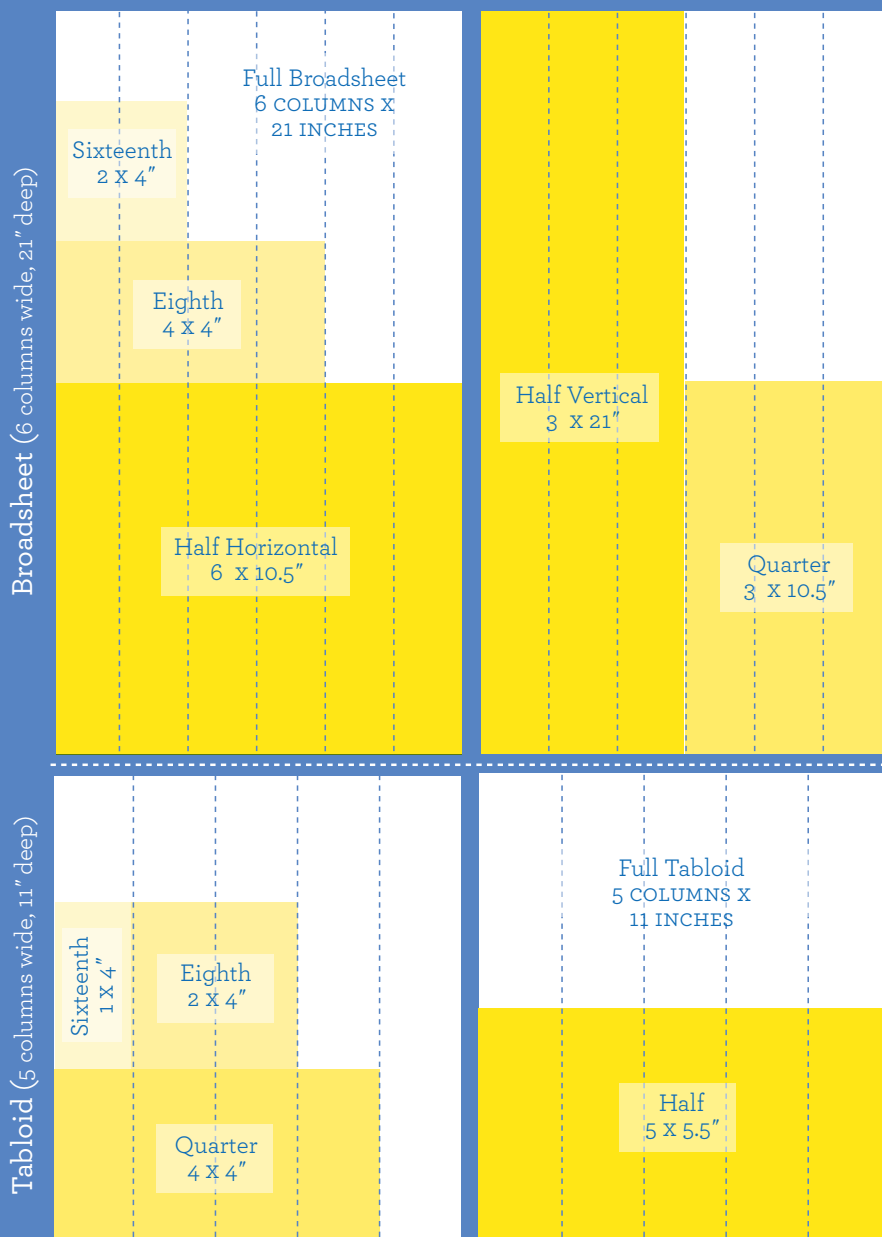
Summer Employment



Throughout the year we offer special promotions for ads that reach a targeted audience. Check with your Account Executive for special pages and discounts around employment recruiting season, major holidays, and important university events.

*Promotions may include **free spot color** for themed ads or **discounts of up to 15%**.

Display Ad Sizes



*Please note that the first number is **NOT** in inches, it is in columns. A column is explained in further detail on the following page. The second number is in inches.

**Not all available sizes represented here.

Mechanical Specifications

- 1 column = $1 \frac{13}{16}$ inches
- 2 columns = $3 \frac{3}{4}$ inches
- 3 columns = $5 \frac{11}{16}$ inches
- 4 columns = $7 \frac{5}{8}$ inches
- 5 columns = $9 \frac{9}{16}$ inches
- 6 columns = $11 \frac{1}{2}$ inches

**Dimensions include Borders*

Actual Size

One column inch

$1 \frac{13}{16}" \times 1"$

Reproduction Specifications

The Michigan Daily is printed with offset process.

Print ads must be submitted in PDF format.

Faxes and images from web pages are not recommended as artwork.

Quality of reproduction decreases when artwork is resized.

TMD cannot guarantee quality of reproduction if specifications are not met.

Creative services are provided **FREE of charge**.

A Guide to CMYK Process & Spot Colors

CMYK refers to the colors used in offset printing. Cyan, magenta, and yellow combine with black (K) to make full-color prints.

One- or two-color ads must contain spot color, which are determined by CMYK values but are defined as "CMYK Spot" rather than "CMYK Process." For example, Vivid Orange is determined by C=0, M=60, Y=100, K=0, but defined as "Spot." This let's our printer know to use one plate with pre-mixed ink rather than three plates of process ink.

RGB (red, green, blue) color is used generally in inkjet printing processes, and should not be used for newspaper artwork.



Four-color process creates a multitude of colors by overlapping. A shade of black makes things darker.



Opacity levels also affect color mixing. Here, 100% yellow and 60% magenta make orange.



This color happens to be a pre-mixed spot called "Vivid Orange." The spot color is still determined by CMYK, but it's just one ink.

Why Advertise Online?

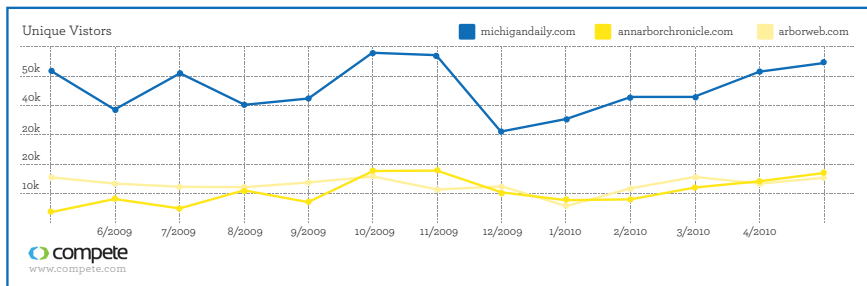
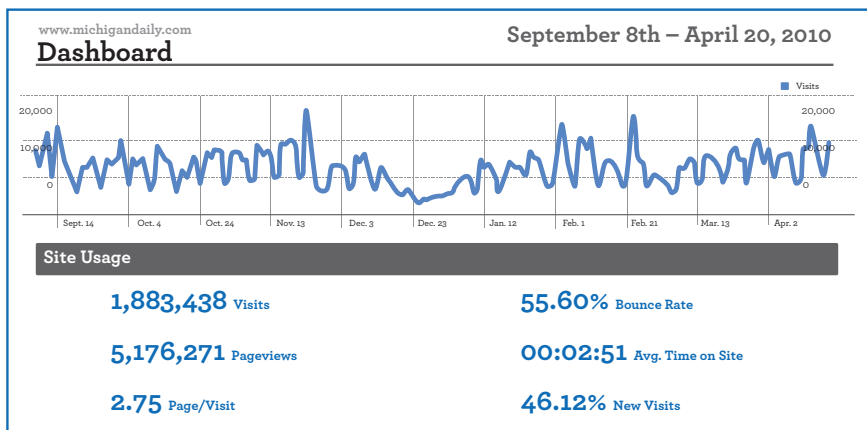
Since 2007, The Michigan Daily has operated an independent and widely read news website offering breaking news, extended content, and supplemental media to complement and expand upon our successful print tradition. Through the development of several new and innovative projects, our online brand will continue to grow and strengthen, improving the quality of our services and the value of your advertising.

Statistics

The Michigan Daily Online reaches over **150,000** unique visitors

across **160** countries every month.

Our website receives approximately **150,000** impressions per week.



Online Advertising Rates

Banner
728 x 90 pixels

\$10 / 1,000 impressions

Top Box
300 x 250 pixels

\$12 / 1,000 impressions

Lower Box
300 x 250 pixels

\$8 / 1,000 impressions

The screenshot shows the homepage of The Michigan Daily, a student newspaper. The layout includes a top navigation bar with links like Home, About, Contact, Site feedback, Advertise, and Store. Below this is a main content area with several articles. Advertisements are placed in various locations: a large yellow banner at the top right, a 'Top Box' ad in the middle right, and a 'Lower Box' ad at the bottom right. The website also features a 'Banner' ad at the top left, a 'Top Box' ad in the middle left, and a 'Lower Box' ad at the bottom left. The website is titled 'The Michigan Daily' and 'SUMMER EDITION'.

Email Sponsorship Ad inside daily email to registered Michigan Daily users
Specifications JPEG or GIF under 50k, 728 x 90 pixels
Ask your Account Executive for pricing and availability!

Online Ad Specifications

Each ad must be placed with a minimum equivalent of 15,000 impressions, or 48 hours.

Our site receives approximately 150,000 impressions per week.
Ads will rotate through all index and story pages.

Online Deadline

2:30PM of the day prior start date

Ad Proof three days prior to the ad going live.

Advertising and Credit Policies

General Policies

TMD reserves the right to decline, discontinue, or revise any advertisement. Ads found to be defamatory, lacking factual basis, misleading or false in nature may be rejected. TMD reserves the right to include the words “Paid Advertisement” in any ad. Ads are subject to cancellation by TMD at any time prior to publication. All controversial ads are subject to a 24-hour waiting period prior to approval or denial.

The Michigan Daily assumes no financial responsibility for errors in advertisements beyond the cost of space actually occupied by the error, or the percentage of error that detracts from the effectiveness of the advertising message, as determined by TMD. TMD assumes no responsibility for any error not caused by TMD. Advertiser agrees to defend and indemnify TMD against any and all liability, loss, or expense arising from claims of libel, infringement of trademarks, copyrights, trade names, patents, proprietary rights or violation of rights of privacy, resulting from the publication of the Advertiser’s advertisement. The liability of TMD for failure to publish a scheduled advertisement for any reason, or for publishing incorrect ads in a specified issue, will be limited to publishing the advertisement in a subsequent issue. TMD will be responsible for classified advertisement errors only if notified by 5:00PM on the first day of publication, and will only provide a refund for the first day of errors. The liability of TMD for failure to publish color for any reason will be limited to a credit for the value of the color charge.

Payment and Credit Terms

Pre-payment required for all advertising unless Advertiser is approved for billing. Local personal checks (imprinted street address required), business checks, cashier’s checks, money orders, Visa, MasterCard, American Express, University P.O. and P-card accepted. Allow a minimum of one week for credit applications to be processed.

Invoiced payment is due on the 30TH of the month following publication. Accounts that remain unpaid after 30 days are subject to a monthly finance charge of 1.5% of the unpaid balance. Advertisers who reach 90-day past-due status will not be allowed to advertise in The Michigan Daily until account balance is paid in full. Any collection fees warranted are the responsibility of the advertiser.

Advertisers may cancel ads until deadline without penalty. TMD will assess full advertising charges if ad is cancelled after deadline.

Contracts are enforced to their minimum requirements. Failure to fulfill a bulk contract will result in a short rate. Failure to fulfill a frequency contract requires payment for any advertising not placed.

All rates are net/non-commissionable.

In the case of website downtime, each online advertiser is still guaranteed their total paid amount of impressions.

Tear sheets are mailed at the end of each month. University departments will not receive tear sheets. Classified tear sheets available by request only.

Ad Copy Specifications

Purchase of advertising in The Michigan Daily includes space and circulation only. TMD owns all rights to ads created by our staff. File work will not be distributed to advertisers for personal use.

Classified advertising will not be intentionally misclassified.
Only standard abbreviations as defined by TMD will be accepted.

Ad position cannot be guaranteed by TMD.
TMD reserves the right to charge a fee of 10% of total ad cost for position requests.

Ad proof requests will be granted only when ads are submitted 5 days prior to publication. Limit one proof per ad.

A one-point rule will be added to any ad that has no specified border

Minor corrections (those not affecting line count or general content) or replacements of PDF ads of same color status will be accepted until noon one business day before publication. Honoring requests is at the discretion of TMD.

Electronically submitted artwork must be PDF format for print and GIF or HTML format for online. TMD is not responsible for any errors resulting from format conversion.

Artwork must be submitted at the correct ad size.
TMD is not responsible for distortions on artwork that requires re-sizing.

Advertisements in the broadsheet paper which exceed 18" in depth will be billed at full column (21"). Advertisements in the tabloid paper which exceed 8.5" in depth will be billed at full tabloid column (11").

Classified display ad width maximum is one column, and minimum of one inch deep. Two line minimum for line ads. Variations in font style and size are available for classified display ads only. Each line has approx. 20-25 characters.

Fall 2010

September

M TU W TH F

		1	2	3	
6	7	8	9	10	
13	14	15	16	17	
20	21	22	23	24	
27	28	29	30		

October

M TU W TH F

				1	
4	5	6	7	8	
11	12	13	14	15	
18	19	20	21	22	
25	26	27	28	29	

November

M TU W TH F

1	2	3	4	5	
8	9	10	11	12	
15	16	17	18	19	
22	23	24	25	26	
29	30				

December

M TU W TH F

		1	2	3	
6	7	8	9	10	
13	14	15	16	17	
20	21	22	23	24	
27	28	29	30	31	

Winter 2011

January

M TU W TH F

3	4	5	6	7	
10	11	12	13	14	
17	18	19	20	21	
24	25	26	27	28	
31					

February

M TU W TH F

	1	2	3	4	
7	8	9	10	11	
14	15	16	17	18	
21	22	23	24	25	
28					

March

M TU W TH F

	1	2	3	4	
7	8	9	10	11	
14	15	16	17	18	
21	22	23	24	25	
28	29	30			

April

M TU W TH F

				1	
4	5	6	7	8	
11	12	13	14	15	
18	19	20	21	22	
25	26	27	28	29	

*Publication days are in WHITE.

Circulation

18,000 copies dropped across 120 locations on the U of M campus and throughout downtown Ann Arbor.

1200 copies

Angell Hall

925 copies

Modern Language Building

900 copies

Chemistry Building

550 copies

East Hall

500 copies

E.E.C.S. Building

450 copies

Michigan Union

South Quadrangle

West Quadrangle

400 copies

Lorch Hall

300 copies

C.C. Little

C.C. Little Bus Stop

Central Campus Recreation Building

David M. Dennison Building

East Quadrangle

Hatcher Graduate Library

Mary Markley Hall

Stanford Lipsey Student Publications Building

University Medical Center Lobby

West Hall



**Ask about our sites
on Main Street!*

