



Online Advertising

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Information about advertising on the Yale Daily News website can be found in the rate cards below.

["Newspaper Advertising"](#) options are also available.

Sizes

All sizes listed are in pixels.

- Leaderboard: 728 x 90
- Skyscraper: 160 x 600, 120 x 600
- Square: 336 x 280, 300 x 250

Online ads must be submitted in GIF, JPG, or SWF format.

Note: A finance charge of 1.5% per month (18% annual rate) will be charged after 30 days on past due invoices. The customer is responsible for any additional fees incurrent in collection of past due invoices.

Please contact [Max Cho](#) to purchase an ad online or for more detailed information.

Online Ad Notes

Home page: On our home page, we only offer skyscraper ad placements. We cannot serve square- or leaderboard-sized ads on the home page.

Timing: Your ads can run during specific times of day or days of the week. Please contact us for details.

Targeted Ads: If you are targeting the Yale audience, we can serve your ads only to computers inside Yale's network. Please contact us for details.

Online Rate Card (Weekly)

All rates listed are in \$ per week.

General Rates

- Leaderboard: \$350
- Skyscraper: \$300
- Square: \$200

Yale Organization Rates

- Leaderboard: \$300
- Skyscraper: \$250
- Square: \$150

Online Rate Card (Monthly)

All rates listed are in \$ per four weeks.

General Rates

- Leaderboard: \$1050
- Skyscraper: \$900
- Square: \$600

Yale Organization Rates

- Leaderboard: \$900
- Skyscraper: \$750
- Square: \$450

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