

**Dallas, TX Weather**

55°F, Overcast

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## ***The Daily Campus* Publication Schedule**

Download *The Daily Campus* [Fall 2010 Publication Schedule](#) (270 KB Adobe Acrobat PDF file)

Download *The Daily Campus* [Spring 2011 Publication Schedule](#) (270 KB Adobe Acrobat PDF file)

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## **Display Advertising**

For more information regarding advertising with *The Daily Campus*, please contact [Diana Denton](#) by e-mail or call at (214)768-4111.

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## **Classified Advertising**

Throughout Summer 2010, call 214-768-4111; e-mail either [dcclassads@smu.edu](mailto:dcclassads@smu.edu) or [ads@smudailycampus.com](mailto:ads@smudailycampus.com).

Download *The Daily Campus* [Fall 2010/Spring 2011 Interactive Classified Form](#) (185 KB Adobe Acrobat PDF file) to purchase online classifieds ads. Print/online ads resume August 23, 2010.

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Scroll down for advertising information at a glance for June 2010 - May 2011.

## ***The Daily Campus* Rate Card in HTML**

A PDF of the *The Daily Campus* [2010 - 2011 Rate Card](#) is available for download.

## **Information**

### **Web site**

[www.smudailycampus.com](http://www.smudailycampus.com)

### **SMU Market Information**

- \$5.8 million per month in disposable income
- 99% dine out during a typical week, spending over \$600,000
- 86% purchase clothing monthly, spending over \$1 million per month.
- 51% use the internet and shop online, spending nearly \$500,000 per month.
- 85% own vehicles - 70.6% of the population live off campus.
- 71.3% of the SMU market are over age 21 *Source: Newton Marketing & Research, Fall 2005*

### **Street Address**

Southern Methodist University  
Hughes-Trigg Student Center  
3140 Dyer Street  
Suite 314  
Dallas, Texas 75205

### **Mailing Address**

Southern Methodist University  
SMU Box 750456  
Dallas, Texas 75275-0456

**Display Advertising**

Advertising Manager: Diana Denton  
Phone: 214-768-4111  
Fax: 214-768-4573  
E-mail: ads@smudailycampus.com

**Classified Advertising**

Phone: 214-768-4554  
E-mail: dcclassads@smu.edu

**Newsroom**

Phone: 214-768-1512  
E-mail: dc@smu.edu

**Circulation** The Daily Campus prints 5,000 copies 3x per week, Monday, Wednesday, Friday and select Saturdays during the fall. The Daily Campus is distributed at over 50 high traffic locations. Student Enrollment: 10,965.

- 51% male, 49% female.
- Staff and Faculty: 2,274

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## **Advertising Rates**

### National Rate

Rate - \$16.00 per column inch  
For businesses outside the Dallas/Fort Worth Metroplex

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### Local Retail Rates

Open Rate - \$14.50 per column inch  
Minimum Size: 7 column inches  
*All rates net to The Daily Campus*

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### Local Retail Discounts

**Frequency Discounts**

2 - 4 times per semester	\$11.75
5 - 10 times per semester	\$10.25
11 or more times per semester	\$9.00

**Size Discounts**

7.5% discount for quarter page (31.5 CI) or more  
10% discount for half page (63 CI) or more  
15% discount for full page (126 CI)

**Early Payment Discount**

5% discount applies to all ads paid in full and artwork submitted by 5 p.m., one week before publication.

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### Local Retail Rates at a Glance

	11x	5-10x	2-4x	1x
full page	\$963.00	\$1,097.78	\$1,258.43	\$1,552.95
1/2 page	\$510.30	\$581.18	\$666.23	\$822.15

1/4 page	\$262.24	\$298.66	\$342.37	\$422.49
1/8 page	\$141.75	\$161.44	\$185.06	\$228.38

## Campus Display Rates

Campus Rate - \$9.50 per column inch  
(SMU departments/organizations only)

## Campus Discounts

### Frequency Discounts

A 5% discount will be given for all campus ads run two or more times. All issue dates must be scheduled on the initial order.

### Size Discounts

7.5% discount for quarter page (31.5 CI) or more

10% discount for half page (63 CI) or more

15% discount for full page (126 CI)

### Early Payment Discount

5% discount will be given to campus ads if order and payment are received by 5 p.m. one week before publication date.

## Campus Rates at a Glance

	2x or more	1x
full page	\$963.90	\$1,017.45
1/2 page	\$510.30	\$538.65
1/4 page	\$262.24	\$276.81
1/8 page	\$141.75	\$149.63

## Classified Display Rates

Open Rate - \$16.25 per column inch  
Maximum Size - 5 column inches

1 column inch	1.479 inches
2 column inches	3.125 inches
3 column inches	4.75 inches
4 column inches	6.416 inches

## Classified Display Discounts

### Frequency Discounts

2 - 8 times per semester	\$13.00
9 - 32 times per semester	\$10.25
33 - 57 times per semester	\$8.00
Every issue all semester	\$6.25

## Classified Word Rates

4 consecutive issues - \$20.00

8 consecutive issues - \$30.00

Additional days - \$3.25 each

- All ads run in print and online editions
- Classified ads must be prepaid
- Maximum of 25 words
- 50¢ per word over 25 words, one time charge
- \$5 charge to revise any word ad
- Refunds cannot be issued for cancelled ads

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## Sudoku Sponsorship

### Get premium placement for your business or event!

Per week	\$100.00
Per month	\$325.00
Classified Size:	3 col. inches x 1 inch

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## Front Page Ads

### Premium front page placement, banner strip ad

6 col. in x 2 in, full color	\$813.00
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## Preprinted Insert Rates

### Stand out from the crowd with a specialized insert.

\$100 per thousand 5,000 minimum

\$130 per thousand Multi-advertiser rate

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## Front Page Notes

### Make an impact with ads that stick.

\$110 per thousand 5,000 minimum

Please submit two approval copies to our advertising office two weeks prior to distribution. Full press run must be received by printer one week before distribution.

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## Deliver to

### Midway Press Inc.

Attn: Doug Jeffrey  
645 Regal Row  
Dallas, TX 75247  
972-331-9351

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## Color Rates

### Add a Pop of Color

#### Charges are in addition to the cost for black and white space.

Black and one color	\$100
Black and two colors	\$200
Black and three colors	\$300
Full Color	\$350



Grayscale (B&amp;W)



Spot Color



Full Color

## Online Rates

### The Daily Campus Online Ads

#### **www.smudailycampus.com**

- Page-views per month range between 80,000-120,000
- Ads with Light rotation typically reach 5-10% of visitors.
- Ads with Average rotation reach 20-25% of visitors.
- Ads with Heavy rotation typically reach 30-40% of visitors.

### Ad Sizes

Wide Skyscraper	160 x 600 pixels
Banner	468x60 pixels
Rectangle	300x250 pixels

#### Cost with Print Ads (per month)\*

	Light	Average	Heavy
Banner	\$165	\$285	\$350
Rectangle	\$185	\$315	\$450
Wide Skyscraper	\$235	\$400	\$575

#### Cost without Print Ads (per month)\*

	Light	Average	Heavy
Banner	\$200	\$350	\$500
Rectangle	\$245	\$425	\$600
Wide Skyscraper	\$315	\$545	\$765

*\*The "with print" discount applies to clients, not agencies, currently running ads. If an agency wishes to claim the "with print" discount, the client for whom the agency is placing the ad must be running concurrent advertising.*

## Placing Online Ads

**We can design your ad for FREE.**

Or submit artwork in GIF, JPEG, PNG or TIFF format.

It can be animated, but NOT video or audio.

E-mail ad to [ads@smudailycampus.com](mailto:ads@smudailycampus.com).

## Sizing

### Broadsheet Column Sizes

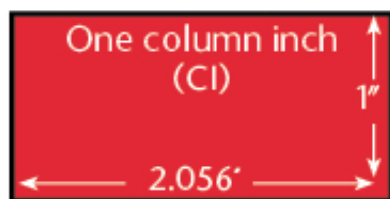
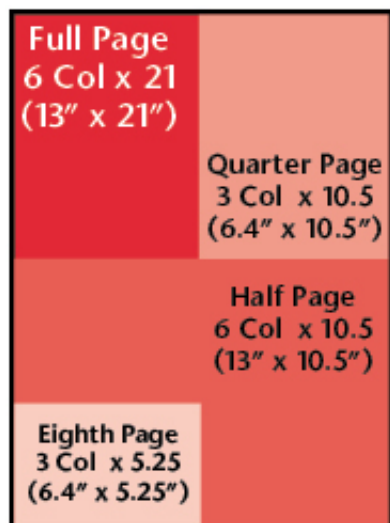
Standard Page Size: 6 col. x 21"

*The Daily Campus* is a broadsheet newspaper using the Standard Advertising Unit (SAU) format. Ads that are 17.5 or more inches deep will run at full depth and be charged accordingly.

Ad sizes are determined by multiplying the number of columns wide by the depth in inches.

### Standard Display Sizes

Column Width	Inches
One Column	2.056"
Two Columns	4.25"
Three Columns	6.431"
Four Columns	8.625"
Five Columns	10.806"
Six Columns	13"



## The Daily Campus Policies and Information

### Advertising Policies

#### Acceptability

*The Daily Campus* reserves the right to reject advertising deemed to affect adversely the integrity and credibility of the newspaper as a source of truthful and accurate information, be repugnant to most of the readers served by the newspaper, or be in conflict with the educational mission of the university community served.

#### Liability

Sole responsibility for the content of an ad rests with the advertiser, who unconditionally agrees to hold *The Daily Campus* harmless should a claim arise and to pay for any and all expenses incurred as a result of publication of an ad. Should an ad not be published as ordered, *The Daily Campus* cannot be responsible for any losses or damages caused as a result. Should there be an error in an ad, *The Daily Campus* liability is limited to the amount paid for the portion of the ad containing the error.

### Terms of Payment

All rates listed are non-commissionable (net) rates.

**Pre-Payment**

Make checks and mail orders payable to *The Daily Campus*. MasterCard, VISA and Discover accepted.

**Credit**

All advertising is payable in advance. Credit is offered on a limited basis to preferred advertisers, and is subject to approval by business office.

**SMU Departments/Organizations**

Campus advertisements must be paid in advance with a signed check request, cash, or charged to a campus account number, MasterCard, VISA, or Discover account.



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## Contract and Copy Regulations

**Cancellation**

Requests must be received by noon three business days before publication. There will be no refunds after this deadline.

**Contracts**

Advertisers scheduling yearly contracts will receive our lowest column inch rate. Ask your representative or call 214-768-4111.

**Proofs**

Available by 3 p.m., three business days before publication. All corrections or changes must be received no later than 3 p.m., TWO business days before publication.

**Tearsheets**

Upon request, display advertisers will be mailed one tearsheet for each ad published on a weekly basis.

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## Production Services

*The Daily Campus* is pleased to offer our customers free ad design and layout. Charges may be assessed for extensive design, photography, graphic or typesetting services. All ads created by *The Daily Campus* remain its sole property.

**Placement Guarantee**

When available, clients may reserve guaranteed placement. 15% up charge to space only.

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## Electronic Artwork Submission

- E-mail ads to [ads@smudailycampus.com](mailto:ads@smudailycampus.com).
- Acceptable software program files:  
Adobe InDesign CS3, Photoshop CS3, or Illustrator CS3. *Adobe PDF files are preferred.*
- B&W images must be 200 DPI at final size, and CMYK images must be 300 DPI at final size.
- Full color ads must be designed in a CMYK color space. Spot color ads must be saved as black, plus spot color. Pantone number must accompany ad.
- We **CANNOT** accept ad copy in any Microsoft Office format - this includes Microsoft Word, PowerPoint and Publisher.
- *The Daily Campus* cannot guarantee that advertising submitted in a non-optimal format or without proper fonts will appear as desired when printed.

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## Deadlines

**Display Advertising**

The placement reservation deadline is 5 p.m. one week before publication. The ad copy deadline is noon three days before publication. [smudailycampus.com/.../advertising-ra...](http://smudailycampus.com/.../advertising-ra...)

before publication.

### **Classified Advertising**

For a classified display ad the deadline is 5 p.m. three days before publication. The text ad deadline is 11 a.m. one day before publication.

## **Special Advertising Opportunities**

### **SMU 2010 Boulevard Tabloid Issue**

September 11, 18, 24; October 9, 23; November 20

- Full page ad (w=10", h=12.5")	\$450
- Half page ad horizontal (w=10", h=6.2")	\$315
- Half page ad vertical (w=4.9", h=12.5")	\$315
- Third page ad vertical (w=4.9", h=8")	\$250
- Third page ad rail (w=3.2", h=12.5")	\$250
- Third page ad banner (w=10", h=4")	\$250
- Quarter page ad (w=4.9", h=6.2")	\$180
- Sixth page ad (w=4.9", h=4")	\$100
- Sixth page ad banner (w=10", h=2")	\$100
- Sixth page ad rail (w=1.54", h=12.5")	\$100

*Additional savings available for a limited time when multiple dates of this section are purchased! For details regarding the SMU Boulevard issue, contact our Advertising Department (information above)!*

*Space & Art Deadline:* Friday, 2 weeks prior to publication

### **Campus Coupon Book**

September 15, 2010 and February 4, 2011: Your customers are back to school!

- 8,000 books printed and distributed to all students, faculty and staff	
- Fall or spring book only	\$299/coupon
- Fall and spring book	\$495/both
- Coupon size (w=5.125", h=2.5")	

*Deadlines:* August 30, 2010 (fall) and January 14, 2011 (spring)

### **Sports Guide - Pull Out Section**

September 10, 2010: A complete look at SMU athletics and the Mustangs who will star on the fields and courts.

- Normal broadsheet ad rates and sizes apply.
- 5,500 printed

*Space Deadline:* September 3, 2010; *Art Deadline:* September 7, 2010

### **Dining Guide**

October 22, 2010: 99% of the SMU Community dine out at least once a week, spending over \$600,000 per week. Take a bite of this lucrative market by featuring your favorite menu items, plus an informative sidebar.

- 6,000 guides printed and inserted into The Daily Campus	
- Full page menu	\$395

*Space Deadline:* October 8, 2010; *Art Deadline:* October 13, 2010



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## Gift Guide - Pull Out Section

November 22, 2010: Holiday gift ideas abound in this issue that will be seen by students, faculty, and staff before and during the Thanksgiving break.

- Normal broadsheet ad rates and sizes apply.
- 5,000 printed

*Space Deadline:* November 15, 2010; *Art Deadline:* November 17, 2010

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## Best of SMU & Park Cities/Dallas - Pull Out Section

January 28, 2011: The Best of SMU Park Cities/Dallas Edition gives voice to the SMU community and showcases their favorite local businesses and campus attributes. Businesses have the opportunity to thank students, faculty, and staff for their continued support.

- Normal broadsheet ad rates and sizes apply.
- 5,000 printed

*Space Deadline:* January 21, 2011; *Art Deadline:* January 25, 2011

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## Housing Guide

March 4, 2011: 76% of the SMU community live off campus. Feature your property, floor plans and amenities.

- 5,000 guides printed and inserted into The Daily Campus
- Full page ad (w=10", h=12.5") \$495
- Half page ad (w=10", h=6.2") \$330
- Quarter page ad (w=4.9", h=6.2") \$195

*Space Deadline:* February 18, 2011; *Art Deadline:* February 25, 2011

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## Graduation Tabloid

May 4, 2011: Congratulate the Class of 2011 and promote your business.

- 7,000 guides printed and inserted into finals edition of The Daily Campus
- Distributed on graduation weekend
- Full page ad (w=10", h=12.5") \$495
- Half page ad (w=10", h=6.2") \$330
- Quarter page ad (w=4.9", h=6.2") \$195

*Space Deadline:* April 20, 2011; *Art Deadline:* April 28, 2011

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# **The Daily Campus 2010-2011 Publication Schedule**

## Special Pages

DC Deals runs every Wednesday.  
Faith Directory runs every Friday.

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## Subscriptions

Four issues bundled and

mailed each week.

One year \$110

One semester \$60

Call 214-768-4545 to subscribe.

## Special Publications

Click below to view large scale JPEG

**Special Issues**

**Summer 2010**

- June 24: First Year Hall Open
- June 24: RAMP Orientation Session
- August 14: Fall Semester Move-In

**Fall 2010**

- August 17: First Day of Classes
- September 24: Family Weekend/First Quarter Commencement
- October 17: Homecoming
- October 26: Homecoming
- November 22: Thanksgiving/First Quarter Commencement
- December 8: Fall Semester Finals

**Spring 2011**

- January 18: First Day of Classes
- February 14: Valentine's Day/Second Quarter Commencement
- February 14: Valentine's Day/Second Quarter Commencement
- March 2: Spring Break Begins
- April 17: Graduation/Second Quarter Commencement
- May 4: Spring Semester Finals

**Special Publications**

**Fall 2010**

- September 10: Fall Campus Book
- September 10: Sports Guide
- September 11: Student Yearbook (SMU vs. LHO)
- September 18: Student Yearbook (SMU vs. SMU)
- September 24: Student Yearbook (SMU vs. SMU)
- October 5: Student Yearbook (SMU vs. SMU)
- October 17: Student Yearbook (SMU vs. SMU)
- November 20: Student Yearbook (SMU vs. SMU)

**Spring 2011**

- January 22: SMU vs. Park Creek/First Quarter Commencement
- February 14: Spring Campus Book
- March 4: Homecoming Guide
- May 4: Graduation/Second Quarter Commencement

Special Issue & Publication Day    Normal Publication Day

Thank you for your interest in advertising with The Daily Campus.

**DISCLAIMER:** Student Media Company, Inc. is an independent non-profit Texas corporation not affiliated with SMU in any capacity. It publishes The Daily Campus and Rotunda yearbook, both of which are edited by students. It also publishes the Directory of Students, Staff and Faculty.

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