

### CONTACT INFORMATION

Mailing Address:  
TCU Daily Skiff  
TCU Box 298050  
Fort Worth, TX 76129

UPS Mailing Address:  
TCU Daily Skiff  
2805 S. University Dr.  
Moudy Bldg. South, Room 211  
Fort Worth, TX 76129

Phone: 817.257.7426  
Fax: 817.257.7133  
E-mail: [skiffads@tcu.edu](mailto:skiffads@tcu.edu)  
[www.dailyskiff.com/advertising](http://www.dailyskiff.com/advertising)

### PAYMENT INFORMATION

New advertisers are required to pay in advance for all advertising. Advertisers who want monthly billing should request and complete a credit application. Credit will be extended only at the discretion of the business manager. We accept cash, checks and credit cards (MasterCard, VISA, American Express and Discover).



Advertising will be accepted during standard business hours, Monday through Friday between 8 A.M. and 5 P.M. For further information, call 817.257.7426.

Make checks payable to TCU Daily Skiff.

Please mail proper payment to:  
TCU Daily Skiff Advertising  
TCU Box 298050  
Fort Worth, TX 76129

### PUBLISHER POLICY

Publisher may reject copy that does not conform to editorial policies and may label certain ads with the term "advertisement." Publisher is not bound by ad placement requests. All new advertising accounts are to be paid in advance. Payment terms are available to customers with established credit at the TCU Publications Office. Publisher is not responsible beyond the cost of an ad for production or scheduling errors. Such errors will be corrected in print on the same page where the ad carrying the error originally appeared, as soon as possible following the discovery of the error. All advertisements containing alcohol promotions will carry a disclaimer. The alcohol promotion must be secondary to non-alcohol portion.

The TCU Daily Skiff is a student publication sponsored by the Texas Christian University Schieffer School of Journalism. TCU is a 501 (c)(3) non-profit institution and is an equal opportunity, affirmative action institution.



TCU Skiff

TCU  
DAILY SKIFF

Advertising Rates 2010- 2011

put it  
on our



# dear skiff advertiser,

The award-winning *TCU Daily Skiff* is the only paper designed specifically for the students, faculty and staff of Texas Christian University. Sponsored and partially funded by the University since 1927, the *Skiff* is printed every Tuesday through Friday during the fall and spring semesters, and is available online at [dailyskiff.com](http://dailyskiff.com).

Editor Ed. S. McKinney first published the *TCU Daily Skiff* in 1902. McKinney named it the “Skiff” because it was to be “the boat” by which he intended to sail through the financial waters of college to a degree.

The *Skiff* provides student’s perspectives on news, sports, features and entertainment for the university and the greater Fort Worth area. The *TCU Daily Skiff* is the premier news source for the TCU community and the most effective place for advertisers to reach the lucrative TCU market. The *TCU Daily Skiff* will make your business recognizable to visitors, parents, alumni and Horned Frog Fans in addition to the TCU community. Student based media provide the most effective advertising method to deliver your message to the college market – young, fast-paced and on the go.

The *Skiff*’s new tab format is a more reader friendly paper that will increase and sustain readership. The tab’s compact size is more portable, which makes it easier for students to read on the go. The front page is more visually attractive, compelling more students to pick it up. The change is exciting and will be beneficial to your advertising campaigns!

Thank you for advertising in the *TCU Daily Skiff*!

# 2010-2011 publication schedule

## August 2010

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

## September 2010

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

## October 2010

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

## November 2010

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

## December 2010

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

## January 2011

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

## February 2011

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

## March 2011

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

## April 2011

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

## Special Sections

Each semester, the *Skiff* publishes eight special sections with a variety of themes. The special sections are targeted to TCU students and follow themes consistent with on campus events and holidays. Advertisers receive full color for a discounted price.

<b>August 24</b>	Back to School	<b>January 11</b>	Welcome Back
<b>September 3</b>	Football Preview	<b>January 28</b>	Spring Sports Guide
<b>September 17</b>	Family Weekend	<b>February 11</b>	Valentines' Day
<b>October 1</b>	Guide to Fort Worth	<b>February 25</b>	Health, Beauty, Fitness
<b>October 22</b>	Homecoming	<b>March 4</b>	Out on the Town
<b>November 5</b>	Basketball Preview	<b>March 25</b>	Frog Fashions
<b>November 19</b>	Holiday Gift Guide	<b>April 21</b>	Graduation
<b>December 3</b>	Graduation	<b>April 29</b>	Orientation

# advertising rates & sizes

## Standard Rates

- Open Rate: \$8.10 per column inch
- On-campus Rate: \$7.30 per column inch
- National Agency Rate: \$9.35

<b>1x5</b> \$40.50/day \$150.00/week	<b>2x5</b> \$81.00/day \$300.00/week	<b>1x3</b> \$24.30/day \$90.00/week	<b>2x4</b> \$64.80/day \$240.00/week
<b>2x2</b> \$32.40/day \$120.00/week	<b>1/4 page 3x6.5</b> \$151.13/day \$604.52/week		

<b>Full Page</b> \$525.20/day \$2,100.00/week
<b>Half Page 6x6.5</b> \$302.00/day \$1,209.00/week

<b>2x3</b> \$48.60/day \$180.00/week	<b>3x5</b> \$121.50/day \$450.00/week
<b>6x1</b> \$48.60/day, \$180.00/week	<b>6x2</b> \$97.20/day \$360.00/week

<b>Center Spread</b> \$1,050.20/day \$4,200.00/week
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## Discounts

### Single Ad Discounts

- **\$7.75 per column inch**  
for any single ad 19 inches or greater (1/4 page).
- **\$7.00 per column inch**  
for a full page ad.

### Pick-Up Rates

- **\$7.30 per column inch**  
Run your ad on Tuesday at the standard rate (\$8.10 pci) and run the same ad Wednesday, Thursday, and/or Friday for only \$7.30 pci.

### Semester Volume Discount

Accumulate 150 column inches in a single semester and pay **\$7.00 per column inch** for all ads purchased during the semester.

- \* Only one discount applies.  
Minimum ad size is three column inches.
- \* Deadline to submit insertion orders for ad space is four days prior to publication.

## ADVERTISING SUBMISSIONS:

Email advertising information and display ads to [skiffads@tcu.edu](mailto:skiffads@tcu.edu). Include your contact information and phone number in the body of your email when sending an electronic file. Files can be accepted with all images and fonts embedded in JPEG, PDF, PSD, INDD, and AI formats. JPEG and PDF formats cannot be edited. All images must be 300 dpi for clarity. Images downloaded from the web are not acceptable. Deadline for submission of advertising material is four business days prior to publication.

No original artwork, photographs or other advertising materials will be returned unless accompanied by specific instructions.

## display column sizes (actual width)

1 Column: **1.64"**

2 Column: **3.39"**

3 Column: **5.14"**

# advertising opportunities

## Color Rates

Using color in your ad will catch the reader's eye, increase readership of your ad and bring more customers to your business. The Skiff offers you a wide array of color choices any day of the week.

### Standard: Black & White



### Spot Color: \$95 per color



### Full Process Color: \$295



## Puzzle Sponsorship

Sponsor a daily puzzle—popular sections in the Skiff, and advertisers can have their business' name right next to them.

A 2 column by 2 inch ad above these will be preceded by "Today's puzzle sponsored by..."

Sudoku, Crossword,  
or Pathem:  
**\$648.00/month**

## Free Standing Inserts

Deadline is two weeks prior to publication.

Insertion orders must be accompanied by two copies of the inserts for approval.

Printing of the inserts is the advertiser's responsibility and must reach publisher one week in advance.

Send inserts to:  
Texoma Web Offset  
1908 N. Weaver  
Gainesville, TX 76241  
800.683.0496

\$100/thousand  
3,500 inserts  
**Total Cost: \$350**

## Classified Line Ads

- Available to view in print & online at [dailyskiff.com/classifieds](http://dailyskiff.com/classifieds)
- Ads are sold per word, per day.
- Place your ad at [dailyskiff.com/classifieds](http://dailyskiff.com/classifieds)
- No refunds for cancelled classifieds.

Rates: **35¢ per word**  
**45¢ per bold word**

## Advertising Design

The Skiff has a qualified staff of ad designers to create unique ads for your company. Any ads produced by a Skiff designer become property of the TCU Daily Skiff and cannot be reproduced in any other medium or publication without prior written consent.

4 Column: **6.89"**

5 Column: **8.64**

6 Column: **10.39"**



# online

## DAILYSKIFF.COM

Advertising on [DailySkiff.com](http://DailySkiff.com) expands your reach to the TCU community. Students, faculty, staff, alumni and parents all look to the Daily Skiff online and Skiff Sports Weekend for the latest news, scores, and happenings for Horned Frogs everywhere.



### Rates/Sizes/Placement

**A BANNER**  
(468 x 60 pixels)  
\$300/month

**B SKYSCRAPER**  
(120x240 pixels)  
\$250/month

**C TILE**  
(300 x 250 pixels)  
\$350/month

### To Place Online Ads:

Format artwork

*GIF, JPEG, and Flash formats only; animation is acceptable, but no audio*

Submit

Put it on a disk or email to [skiffads@tcu.edu](mailto:skiffads@tcu.edu)

Link

Provide the URL of the page you want linked to your ad.

We can design your ad at no additional cost. If the ad has already been designed, it must have click-through URL embedded.

# image magazine

Image magazine aims to feature corners of campus you may not have noticed before and delves into issues that really matter to TCU and the surrounding community. Image features campus profiles, Horned Frog sports, Fort Worth hot spots and much more. You will find it all in the pages of Image Magazine.

### Publication Schedule:

October 20  
November 23  
March 2  
April 20

### Prices:

Back Cover \$500  
Inside Back Cover \$350  
Inside Front Cover \$350

Other multimedia opportunities may be available. Please ask a sales associate.

**92%** of TCU students  
read the  
***Daily Skiff***

\*Each month the TCU Community spends:

**\$1.5 million**  
in restaurants

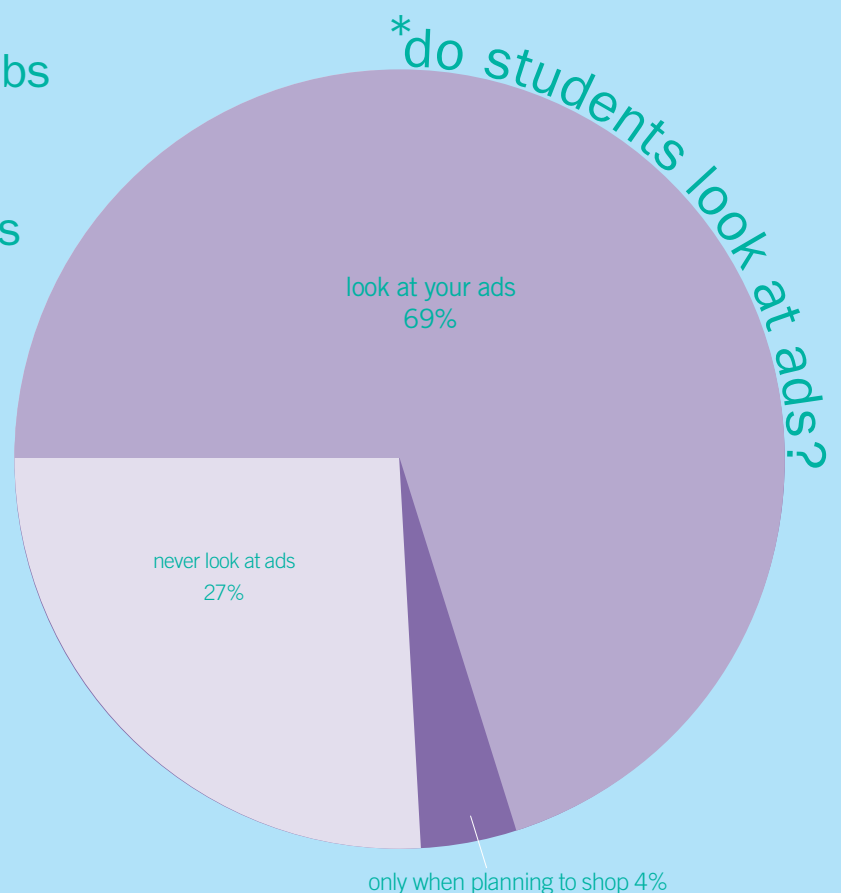
**\$2.6 million**  
on groceries

**\$803,000**  
on shelter

**\$678,000**  
on clothing

**\$351,000**  
at bars & clubs

**\$226,000**  
on car repairs



\*Largen Consulting 2007

\*AM+M 2008 College Newspaper Audience Study Conducted by MORI Research