

THE DAILY CAMPUS

UNIVERSITY OF CONNECTICUT



NATIONAL ADVERTISING

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2010-2011

ABOUT US

The Daily Campus is the largest daily college newspaper in the state of Connecticut and employs more than 120 students during the academic year. 8,000 copies are distributed to over 80 locations both on- and off-campus and to select locations at the Greater Hartford regional campus Monday - Friday. In 1896, the S.A.C. Lookout was created at the Storrs Agricultural College, Storrs, Conn. The College had just opened up its first female dormitory and two young newspaper pioneers, John H. Evens and John N. Fitts, started what we know today as The Daily Campus.

The Daily Campus has had continuous daily publication for over 50 years and has recently celebrated its 110th anniversary. In the 1970s, the University of Connecticut Board of Trustees granted The Connecticut Daily Campus its independence from the Associated Student Government and created the newspaper it is today.

Advertising opportunities for the 2010-2011 school year include display advertising, color advertising, premium display space, online advertising, inserts, and participation in one of our many special issues.

What started as a gift in 1880 from Charles and Augustus Storrs to establish an agricultural school for boys, has now grown into the nationally ranked University of Connecticut. The University boasts 14 colleges including: Agriculture & Natural Resources, Business, Dental Medicine, Neag Education, Engineering, Fine Arts, Graduate, Law, Liberal Arts & Sciences, Medicine, Nursing, Pharmacy, Ratcliffe Hicks, and Social Work. UConn also ranks 21 out of 58 public research universities in graduation rate for all freshmen and 22 out of 58 public research universities for minority freshmen according to U.S. News 2010 America's Best Colleges survey.

The University is also home to several NCAA Division I-A athletic team, including their top ranked men and women's basketball teams. The men's team won NCAA Division I titles in 1999 and 2004, and the women have won in 1995, 2000, 2002, 2003, 2004, 2009, and 2010. In 2004, the University of Connecticut became the first and only Division I school to win National Championships in both men's and women's basketball during the same year.

GENERAL INFORMATION

Frequency:	Daily
Days Published:	M, T, W, R, F
Summer Issues:	Yes
Circulation:	8,000
Readership:	24,000
School Enrollment:	25,029
School Location:	Storrs, CT
Metro Area:	Hartford, CT
On-Campus Housing:	Yes
Format:	6 Column Broadsheet
5 Column Ads Accepted:	Yes
Full Page Size:	6 col (11.625") W x 21.0" H
Column Widths:	1) 1.83" 2) 3.79" 3) 5.74" 4) 7.69" 5) 9.69" 6) 11.625"

DEMOGRAPHICS

School Type:	4-Year Public
Highest Degree:	Doctorate
2009-2010 Tuition:	\$9,886
Estimated Student Expenses:	\$23,546
Most Popular Doctor Degree(s):	Health & Legal Professions
Most Popular Bachelors Degree(s):	Social Sciences, Business
Most Popular Masters Degree(s):	Business, Public Administration & Social Service Professions
Male/Female Ratio:	50% M / 50% F
Graduation Rate:	78%
Transfer Out Rate	16%
Ethnicity:	Percentage
White:	63%
Black:	5%
Hispanic/Latino:	5%
Asian/Pacific Islander:	8%
American Indian:	0%
Unknown/Other:	16%
Non-Resident Alien:	2%



COLUMN INCH RATES (BLACK & WHITE)

Description	National/Open Rate	
PCI Rate	\$13.50	

SIZE RESTRICTIONS

- Minimum size of 10 column inches
- Minimum size of 19' in height will be billed at the full page height of 21.0

MODULAR SIZES AND RATES

(Black & White Only)

Full Page	6 col (11.625") W x 21.0" H	\$1,701.00
Half Page (H)	6 col (11.625") W x 10.5" H	\$850.50
Half Page (V)	3 col (5.74") W x 21.0" H	\$850.50
Quarter Page (V)	3 col (5.74") W x 10.5" H	\$425.25
Quarter Page (H)	6 col (11.625") W x 5.25" H	\$425.25

PREMIUM SPACE & SPECIAL SIZES

(Rates are Black & White Unless Otherwise Noted)

Double Truck (Inside Spread)	12 col (23.25") W x 21.0" H	\$2,995.00
U Shape Single Page	(Left) 1 col (1.83") W x 21.0" H (+ Center) 4 col (7.965") W x 2.0" H (Right) 1 col (1.83") W x 21.0" H (Total Width Across Bottom: 11.625")	\$725.00
L Shape Single Page	(Left) 2 col (3.79") W x 21.0" H (+ 4 col) (7.835") W x 4.0" H Bottom of Page (Total Width Across Bottom: 11.625")	\$825.00
Crossword/Sudoku	3 col (5.74") W x 1.0" H	\$85.00

COLOR RATES

Description	Spot Color	Full Color (CMYK, Process 4-Color)
Rate	\$150.00	\$300.00



DISPLAY ADVERTISING DISCOUNTS

FREQUENCY DICOUNTS*

Min Insertions	2	4	7	10	13	16	
Max Insertions	3	6	9	12	15	19	20+
% Discount	5%	7%	10%	15%	17%	20%	25%

BULK CONTRACTS*

Column Inchs	4000	5000
PCI Rate	\$11.50	\$10.75

* The above discounts are applicable to display ads only. The above bulk rate will not be applied to color costs. For color ads, the bulk rates or discounts will apply to the black & white cost only and the advertiser will pay the full color rate.

CAREER & GRAD FAIR DISCOUNTS

- Place an ad in both the Career Fair Preview and Career Fair Special and receive 5% off
 - Place an ad in both the Fall Grad School Special and Spring Grad School Special and receive 5% off.
- Note: these discounts cannot be combined

INSERT QUANTITIES & RATES*

Min Quantity	8000	8000	8000
Max Quantity	8000	8000	8000
Min Pages	1	4	10
Max Pages	2	8	12
Flat Rate	\$680.00	\$720.00	\$760.00
Min Size	(3.0") W x 5.0" H		
Max Size	(9.0") W x 12.0" H		

STICKY NOTE QUANTITIES & RATES*

Min Quantity	8000
Max Quantity	8000
Flat Rate	\$760.00

QUANTITIES & RATES

Package	Rate
30 (Qty) Words	\$20.00
50 (Qty) Words	\$25.00

CLASSIFIED DISCOUNTS

- Run in all issues in a given semester and receive 10% off
- Run in all issues in a given academic year and receive 15% off

Note: these discounts cannot be combined



* Please send a PDF of inserts to: orders@mymediamate.com for content approval prior to shipping actual materials. Inserts must arrive at below address a minimum of 1 week prior to run date.

Daily Campus Inserts
c/o The Chronicle
One Chronicle Road
Willimantic, CT 06226

Please include run date(s) on boxes and shipping label.

(size in pixels)	(rate per month)
120 x 240..... <i>Small Skyscraper</i>	\$1,995.00
125 x 125..... <i>Small Button</i>	\$1,195.00
468 x 60..... <i>Banner</i>	\$1,995.00

[HTTP://WWW.DAILYCAMPUS.COM](http://www.dailycampus.com)

ONLINE DISCOUNTS

- Run an online ad for one month in addition to a display ad and receive 10% off the online advertising invoice
- Run 3 months or more and receive 15% off the total online advertising invoice

Note: these discounts cannot be combined



DEADLINE & CONTACT INFORMATION

Space and material deadline for display advertising is 3 business days prior to run date.

Please note: Our deadline is 3 business days, not 3 weekdays. For example, if your ad is running on Friday, November 19, your artwork and space reservation is due Tuesday, November 16.

The Daily Campus has hired MediaMate to be its exclusive Ad Manager. MediaMate is not an agency. MediaMate is the direct ad manager on staff, and all rates published on this media kit are direct rates. Please be sure to update your contact information for The Daily Campus to the below address to ensure all correspondence and ad materials are received.

Payments should be made out to MediaMate and mailed to: MediaMate, 52 Stiles Rd., Suite 206, Salem, NH 03079 or to pay by credit card call MediaMate at 888.897.7711 or 603.898.7711. Accepted card types are Visa, Mastercard, Discover, and Amex.

All information subject to change at anytime.

BASIC CREATIVE FILE REQUIREMENTS

- PDF with all fonts embedded
- Quark XPress with all images and fonts
- EPS file with all fonts embedded
- All images should be 200-300 dpi
- Color images must be in CMYK format
- Black & white images must be in grayscale
- Online ads should be JPG or GIF files
- All online images should be 72 dpi
- Online images must be in RGB format

FALL SEMESTER

September 2010

S	M	T	W	T	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	T	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
24/31	25	26	27	28	29	30

November 2010

S	M	T	W	T	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	T	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	

SPRING SEMESTER

January 2011

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

February 2011

S	M	T	W	T	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	T	F	S
		1	2	3	4	5
6	SPRING BREAK					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	T	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

May 2011

S	M	T	W	T	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				

June 2011

S	M	T	W	T	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		

August 2011

S	M	T	W	T	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			

FALL 2010

Theme	Published
Back to School Issue	9.1.2010
Career Fair Preview	9.22.2010
Study Abroad Special	9.23.2010
Career Fair Special	9.27.2010
Homecoming Extra**	10.1.2010
Family Weekend Special	10.8.2010
Law Fair Special	10.12.2010
Fall Grad School Special	10.21.2010
Ski Season Special	11.4.2010
Husky Hoopla Extra**	11.12.2010
Finals Issue Special***	12.13.2010

SPRING 2011

Theme	Published
Internship/Co-op Special*	2.7.2011
Spring Grad School Special	2.17.2011
Graduation Issue	5.8.2011
Summer Guide	6.21.2011
Freshman Edition	8.22.2011

*Special Issues are tentative & subject to change

**Please note: These are special tabloid pullout sections. Please call MediaMate for sizing information.

***Please note: The Finals Issue has a circulation of 5,000 and is tabloid size. Please call MediaMate for sizing information