

oregon daily emerald

ADVERTISING INFORMATION



The independent student newspaper at the University of Oregon.



meet the emerald

The University market, straight up

When you place your message with us, **we deliver a target audience of active young adults** who are developing spending habits and brand loyalty.

Along with a strong student contingent, our print and online readers also include **faculty, staff, alumni and community members**. Such a unique, varied market is hard to find!

We want to help you make your business thrive. Our student account executives are experts at reaching the student audience – because they are the audience!

We look forward to working with you.

– Oregon Daily Emerald Advertising Department

Readership, by the numbers

20,213 UO enrollment 16,639 undergraduate students
3,574 graduate students 20.9 undergraduate average age
28.2 graduate average age 35.7% Out-of-state students
4,459 faculty members

Source: University of Oregon, University Profile 2009

Contact us

address: 1222 E. 13th Ave, Ste. 300, Eugene, OR 97403; dailyemerald.com

business: p | 541.346.5511 ext. 302

advertising: p | 541.346.5511; f | 541.346.5578; e | ads@dailyemerald.com

creative services: p | 541.346.5511 ext. 329; e | creative@dailyemerald.com

The Oregon Daily Emerald (ODE) has been serving the University of Oregon as the campus newspaper since 1900. We have a rich history, distinguished alumni and are repeatedly recognized as one of the finest college dailies in the nation.

Employing more than 70 students throughout the year, the Oregon Daily Emerald Publishing Company, Inc. is a 501(c)(3) non-profit, public benefit corporation.

The ODE is **distributed at more than 120 locations** on campus and the surrounding community. We continue to be the primary source of campus news and marketplace information for the U of O.

display rates

Open

\$12.25

per column inch

Applies to non-local,
non-University businesses.

Local

\$10.25

per column inch

Applies to locally owned
and operated companies
doing business only in Lane
County and selling directly to
the public.

University

\$8.25

per column inch

Applies to UO students &
departments.

ASUO

\$8.00

per column inch

Applies to ASUO programs.

Color

Full color \$200 • Single color \$100

Regardless of the color purchased, ad files should be set up as CMYK process (versus spot). If a single color is purchased, color in file must be limited to a single optical color in addition to black. Please contact the Creative Services department at 541.346.5511 ext. 329 with questions.

Scene/Game Day

20% premium for guaranteed placement in Scene and in six Game Day issues for UO football home games (10,000 additional copies distributed at Autzen and around Eugene). Regular rates apply in seven Game Day issues for away games and bowl game.

Advertisers receive a 10% discount by committing to 13 Game Day or 10 Scene issues per academic term.

Guaranteed placement

Available for a 20% space premium.

Frequency discount

Extend the reach of your message and save.

- Run the same ad twice within five business days and save 20% on the 2nd insertion.
- Run the same ad three times within five business days and save 20% on EACH insertion.

Discounts apply to space charge only.

Non-profit discount

Ads promoting one-time fund-raising events benefiting non-profit organizations qualify for a 15% discount on space charge. Cannot be combined with other discounts.

Volume discounts

Annual volume discount rates are based on a total column-inch commitment during a 12-month period. Applies to our newspaper product only (excluding puzzle & feature sponsorships).

Volume discount rates are not available in conjunction with agency discounts.

Volume Local

250"	\$9.75 (save 5% = \$128)
500"	\$9.25 (save 10% = \$513)
1,000"	\$8.70 (save 15% = \$1,538)
2,500"	\$8.20 (save 20% = \$5,125)

Open

\$11.65 (save 5% = \$153)
\$11.00 (save 10% = \$613)
\$10.40 (save 15% = \$1,838)
\$ 9.80 (save 25% = \$6,125)

online advertising

Dailymerald.com advertising

Dailymerald.com is a great way to target the Internet-savvy readers of the Emerald, as well as parents, alumni, prospective students and the greater Eugene-Springfield community.

Average number of daily page views:

3,464

Average number of daily unique viewers:

1,177

Average % of viewers

from the Eugene-Springfield area:

30%

Week: \$100

(approximately 17,000 impressions/week)

CPM: \$5/thousand

(minimum 10,000 impressions)

Banner

645 x 60 pixels

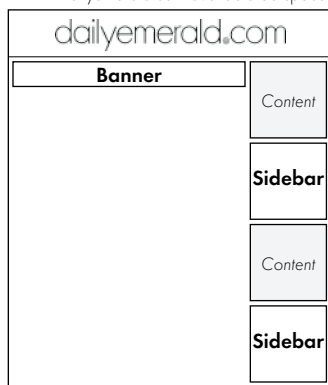
Sidebar

300 x 250 pixels

Ads will be rotated when multiple advertisers request the same position.

Source: Google Analytics, 09.29.09-06.11.10

Dailymerald.com available ad spaces



Email banner advertising

Subscribers receive free daily headlines via email, with links to top stories featured on www.dailymerald.com. The ads are sold on a first-come, first-served basis and run for one week minimum.

Week: \$150

(Monday - Sunday)

Month: \$450

(4 weeks, Monday - Sunday)

Term: \$1,200

(10 weeks, Monday - Sunday)

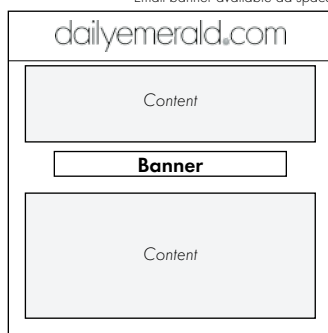
Bundle discount

Receive 10% off the cost of an email banner when purchased at the same time as a Dailymerald.com banner/sidebar ad.

Email banner

468 x 60 pixels

Email banner available ad space



ad specs & deadlines

Ad sizes

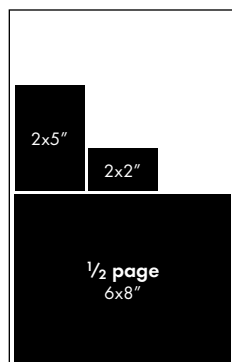
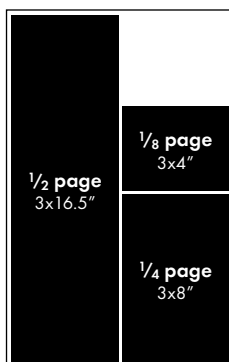
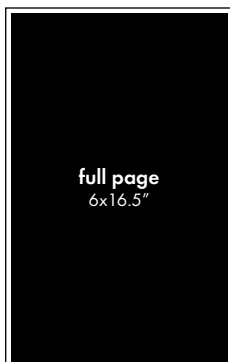
Ads are sold as 'columns' wide by inches deep.
Smallest ad size available is 1 col. x 4" or 2 col. x 2".

(Example: a 2x2 is 3.3" wide x 2" deep)

1 col. = 1.56"	5 col. = 8.51"
2 col. = 3.30"	6 col. = 10.25"
3 col. = 5.04"	13 col. = 21.50"
4 col. = 6.77"	

1 column inch
actual size

Common ad sizes



Regular issue deadlines

Issue Day Space (4 p.m.) Materials (9 a.m.)

Monday	Prior Wednesday	Prior Thursday
Tuesday	Prior Thursday	Prior Friday
Wednesday	Prior Friday	Prior Monday
Thursday	Prior Monday	Prior Tuesday
Friday	Prior Tuesday	Prior Wednesday

Creative services

Basic ad design available for no extra charge. Ask your sales representative for details.

E-mail camera-ready files to creative@dailyemerald.com. Please send a High-Quality Print PDF file without crop marks or page information. For Photoshop PDFs: set resolution for photos at 300 dpi; text/line art at 600 dpi.

classified rates

Print rate

\$0.50 per word, per day

1-9 days: Regular price

10+ days: 5% discount

30+ days: 10% discount

45+ days: 15% discount

Classified categories

EMPLOYMENT

EVENTS

FOR SALE

PERSONALS

RENTALS/REAL ESTATE

SERVICES

Place an ad

Visit www.dailyemerald.com

or call 541.346.5511 to place your ad online and in print.

Print ads are displayed in 7-point Arial type.
15-word minimum.

Classified line ad deadline

9 a.m., one business day
prior to publication.

Ad enhancers (per-day rate)

Bold: \$1 (first five words)

Boxed: \$2

Supersaver

\$15 per ad

Run a supersaver in the body of the classified section and save 20% off of the local rate.

Ads must run within 12 months of first run date. No changes to ad throughout run.

- 30-ad minimum (only \$450)
- Dimensions: 1.56"(w) x 1.50"(h)

Puzzle & feature sponsorships

Select a puzzle or feature to sponsor one day of the week (M-F).

Sponsorships are sold by the term on a first-come, first-served basis.

One term:

\$50/ad

(\$500/term; 10 total ads)

NY Times Crossword/Sudoku

5.042" x 1.5"

Horoscope

3.306" x 2"

CLASSIFIEDS

find more ads at dailyemerald.com
ONLINE, first

PRINT: 2010 weekly ad minimum is \$450. 100% word-for-word guarantee. To place your ad call 541.346.5511 or visit dailyemerald.com

EMPLOYMENT A job search... EMPLOYMENT A job search... EMPLOYMENT A job search... SERVICES the horse people custom SHIRTS FOR SALE PERSONALS SPECIALS/SALES US O to FOX Terminal \$9-108 Attn: Grad	Horoscope 3.306" x 2" HOORSCOPE NY Times Crossword 5.042" x 1.5" Sudoku 5.042" x 1.5"
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emerald magazine

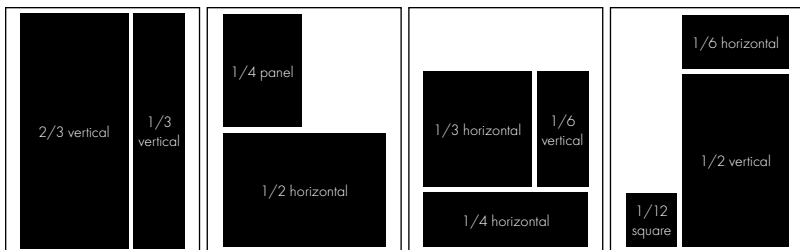
A GUIDE TO STUDENT LIVING

Emerald Magazine themes

Fall I:	Dining Guide
Fall II:	Holiday Guide
Winter I:	Spring Break Guide
Winter II:	Best Of ... <i>ODE Reader Poll Results</i>
Spring:	Graduation Guide
Summer:	Orientation Guide - overview of campus life

Deadlines

Issue	On stands	Space	Material
Fall I	10.27.10	10.11.10	10.06.10
Fall II	11.17.10	11.01.10	11.03.10
Winter I	02.02.11	01.18.11	01.19.11
Winter II	03.09.11	02.21.11	02.23.11
Spring	05.04.11	04.18.11	04.20.11
Summer	07.06.11	06.20.11	06.22.11



Magazine Ad Sizes	Width (inches)	Height (inches)	Univ. / Non-Univ.
Full page			\$400 / \$500
- trim	8.375	10.625	
- live	7.875	10.125	
- bleed	8.875	11.125	
2/3 page vertical	4.675	10.125	\$333 / \$400
1/2 page vertical	4.675	7.55	\$250 / \$300
1/2 page horizontal	7.1	4.975	\$250 / \$300
1/3 page vertical	2.25	10.125	\$165 / \$200
1/3 page horizontal	4.675	4.975	\$165 / \$200
1/4 page panel	3.4625	4.975	\$125 / \$150
1/4 page horizontal	7.1	2.4	\$125 / \$150
1/6 page vertical	2.25	4.975	\$83 / \$100
1/6 page horizontal	4.675	2.4	\$83 / \$100
1/12 page square	2.25	2.4	\$42 / \$50

Premium placement

Full-page premium placement is available for a 20% space premium.

Locations: inside front cover (opposite table of contents), inside back cover, back cover.

special sections

Football Game Day

Thirteen issues of special supplement during UO football season from Sept. 3 to Dec. 8. For home games (below, in bold), an extra 10,000 copies of Game Day are distributed at Autzen Stadium and around Eugene.

2010-11 UO Football Game Day Schedule

On Stands	Team	Space (4 p.m.)	Material (9 a.m.)
09.03	New Mexico	08.30	08.31
09.10	@ Tennessee	09.06	09.07
09.17	Portland State	09.13	09.14
09.24	@ Arizona State	09.20	09.21
10.01	Stanford	09.27	09.28
10.08	@ Washington State	10.04	10.05
10.21	UCLA	10.15	10.18
10.29	@ USC	10.25	10.26
11.05	Washington	11.01	11.02
11.12	@ California	11.08	11.09
11.24	Arizona	11.18	11.19
12.03	@ Oregon State	11.29	11.30
12.08	Bowl Preview	12.02	12.03

Scene

Special lift-out section, which runs Mondays and Thursdays from September 27 through June 2 during regular publication.

Scene is dedicated to keeping UO students informed about what's happening in their lives. From music to art to entertainment to outdoor adventure, Scene is where the UO community looks when they want to know where to go and what to do.



special advertising products

Preprints & inserts

- Maximum size: 8.5" x 11"; minimum size: 5" x 6"
- Minimum order: 5,000 inserts
- Two copies of insert must be supplied to Advertising Director 10 business days prior to run date.
- 1-4 pg \$75/thousand; 5-8 pg \$80/thousand; 9-12 pg \$85/thousand; 13+ pg, call for quote.
- SHIP TO:
Western Oregon Web Press,
ATTN: ODE Inserts, 263 29th Ave, SW Albany, OR 97322
Complete shipment is to arrive at least three business days prior to run date.

Distribution box advertising

Located on the front of the box (dimensions: 17" x 11"). Available in increments of 25. Client must provide complete set of distribution box ads for us to install. Ask for printer recommendations.

Weekly \$175

\$7 x 25 distribution boxes = \$175/week

One term (11 weeks) \$1,650

\$6 x 25 distribution boxes = \$150/week

publication schedule

SPECIAL ISSUES

LEGEND

- ☐ Newspaper-Format Special Section
☐ Magazine-Format Special Section

All publication dates in bold

Fall 2010

- 09.03 Game Day (**New Mexico**)
 09.10 Game Day (@ Tennessee)
 09.17 Game Day (**Portland State**)
 09.20 Welcome, Ducks
 09.24 Game Day (@ Arizona State)
 09.28 Greek Life
 10.01 Game Day (**Stanford**)
 10.08 Game Day (@ Washington State)
 10.21 Game Day (**UCLA**)
 10.27 Dining Guide (*advertising supplement*)
 10.29 Game Day (@ USC)
 11.05 Game Day (**Washington**)
 11.12 Game Day (@ California)
 11.17 Holiday Guide
 11.24 Game Day (**Arizona**)
 12.03 Game Day (@ Oregon State)
 12.08 Bowl Preview

Winter 2011

- 01.05 Welcome Back, Ducks - Winter
 02.02 Spring Break Guide
 03.09 Best Of ... (*advertising supplement*)

Spring 2011

- 03.30 Welcome Back, Ducks - Spring
 04.13 Moving - Find It
 05.04 Graduation Guide
 05.25 Moving - Fix It
 06.03 Moving - Live In It

Summer 2011

- 07.06 Orientation Guide
 08.22 Welcome, Duck Law

IMPORTANT UNIVERSITY DATES

- 09.27 Fall Classes Begin
 11.05-11.07 Homecoming Weekend
 11.25-11.28 Thanksgiving Holiday
 12.03 Fall Classes End
 01.03 Winter Classes Begin
 01.17 Martin Luther King, Jr. Day Holiday
 03.11 Duck Day (Campus Visit Program)
 03.11 Winter Classes End
 03.18 Duck Day
 03.28 Spring Classes Begin
 04.01 Duck Day
 04.15 Duck Day
 04.22 Duck Day
 05.30 Memorial Day Holiday
 06.03 Spring Classes End
 06.11 Commencement
 06.20 Summer Classes Begin
 07.04 Independence Day
 08.10 8-Week Summer Classes End
 08.13 Summer Commencement
 08.22 Low School Classes Begin

SEPTEMBER 2010

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

FEBRUARY 2011

S	M	T	W	H	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	H	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	H	F	S
						1
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	H	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	H	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		

JULY 2011

S	M	T	W	H	F	S
						1
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

AUGUST 2011

S	M	T	W	H	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			

ad submission guidelines

Print ads

We ask that camera-ready artwork be sent as a PDF.

Print ad column widths

- 1 col. = 1.56"
- 2 col. = 3.30"
- 3 col. = 5.04"
- 4 col. = 6.77"
- 5 col. = 8.51"
- 6 col. = 10.25"

General guidelines for PDF files

- Embed all fonts.
- Do not downsample or compress color/grayscale images.
- Build ads in CMYK or grayscale.
- Use process color swatches rather than spot swatches.
- Do not include page information or crop marks – *as long as ads are built to correct dimensions, they will place correctly in our software.*
- Export PDFs using high-quality print if using Adobe Creative Suite programs; otherwise, use the best-quality PDF option available.
Photoshop PDFs should be created with a resolution of 600 pixels per inch (ppi) and layers should be flattened.
- All fixed-pixel images (.jpg, .tif, .psd, etc.) should be between 200 and 300 ppi.

Online ads

Online ads should be submitted as a .jpg, .png or .gif with a resolution of 72 ppi. Rich-media files are also acceptable; please contact your advertising representative for more details.

Online ad sizes

Banner: 645 x 60 pixels

Sidebar: 300 x 250 pixels

Email banner: 468 x 60 pixels

Please send creative materials to creative@dailyemerald.com. Please contact your advertising representative if materials are too large to send via email.

advertising policies

- A. The Oregon Daily Emerald (ODE) reserves the right to accept or reject any advertising. Prepayment does not guarantee publication.
- B. Advertiser shall notify the ODE of any error in time for correction before the second insertion. The ODE's liability for error shall be proportionate to the error's effect on the value of the ad.
- C. Except as provided above, the ODE shall be under no liability for loss to advertiser as a result of the publisher's error or omission in advertising copy, failure to publish or to distribute all or any portion of an issue for which an advertisement has been accepted.
- D. The advertiser assumes full liability for their advertisements and agrees to hold the ODE harmless for the content of all advertisements authorized for publication and any claims that arise therefrom that may be made against the ODE.
- E. The ODE will not be bound by any verbal agreements, promises, waivers, understandings or conditions not contained in this rate card or in a signed contract.
- F. Advertising must be paid for at the time of placement until credit has been established. New businesses may apply for credit six months after opening. The ODE gladly accepts MC/VISA/AMEX/DISC.
- G. Advertising agencies acting on behalf of retail advertisers are agents for the advertisers unless specifically accepted as principals by the ODE in writing.
- H. The ODE reserves the right to insert the word "advertisement" in any advertising. Advertising inserts simulating editorial style must carry the identification "This entire supplement is paid advertising" at the top of the cover page and on each succeeding page.
- I. By having an advertisement printed in the ODE, advertisers are purchasing space and circulation only. All property rights, including any copyright interest, to any advertisement produced for the advertiser by the ODE, using artwork and typography furnished or arranged for by the ODE, shall be property of the ODE. No such ad or any part thereof may be reproduced or assigned without prior written consent of the ODE.
- J. Neither party to this agreement shall be held liable for failure to perform as the result of fire, flood, strike, accident, acts of nature or other reasons beyond their control. Under such circumstances, either party shall have the right to terminate this agreement without penalty. However, nothing in this paragraph shall excuse advertiser from its obligation to pay for advertising published by the ODE.

CANCELLATION FEE:

The ODE reserves the right to charge \$7 per column inch for any ad cancelled after deadline.