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TAKE A SURVEY FOR  
A DIFFERENCE  
TAKE A SURVEY FOR  
A DIFFERENCE

# The Daily Pennsylvanian

## 2010-2011 Advertising Rates & Information



# The best way to reach Penn.

We are **The Daily Pennsylvanian**, the newspaper by and for the students of the University of Pennsylvania. When our readers open “the DP” every morning, they open a world of campus and city news, feature stories, sports, advertising, and much more. Whether in our daily newspaper, our weekly magazine, our special issues, or our websites, **The Daily Pennsylvanian** is the first read for the Penn community.

In an era when we often hear about the struggles of mass-market commercial newspapers and about students only getting their information online, **The Daily Pennsylvanian** thrives as a community newspaper because we remain relevant to our audience of devoted readers. And for our advertisers, that’s why we are a proven and effective way — and still the *best* way — to reach Penn.

## The Penn Market

Students	Male	Female
Undergraduate	5,727	6,227
Graduate	5,895	6,751
<b>Total</b>	<b>11,622</b>	<b>12,978</b>

Total Students: **24,600**

### Employees

Faculty	6,469
Administration/Staff	11,179

Total Employees: **17,648**

Total Penn Community: **42,248**

## Readership

■ **23,800** Penn students, faculty, and staff read **The Daily Pennsylvanian** weekly. 10,000 copies of the newspaper are distributed daily.

■ The **Daily Pennsylvanian** is published **Monday through Friday** mornings when Penn classes are in session, 134 days each year.

■ Distributed free at **80+** campus-area high-traffic locations such as dorms, dining halls, libraries, classrooms, and administrative buildings.



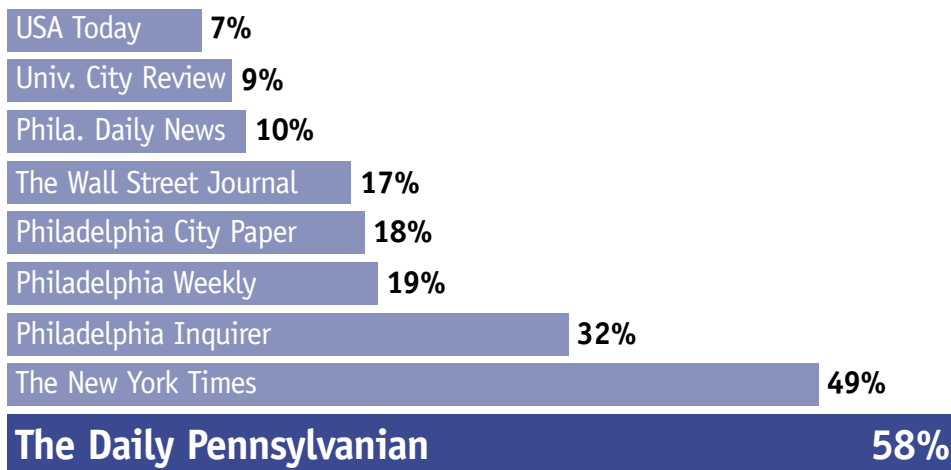
# About DP Readers

Spring 2010 market research studies of college students nationally, and of Penn students and faculty/staff locally, show:

- **81%** of Penn **undergraduates** read the newspaper.
- More than **57%** of the Penn community reads the newspaper **at least once a week**.
- The University of Pennsylvania is Philadelphia's **largest non-government employer** — and more than **9,000** members of Penn's **faculty and staff** read the newspaper each week.
- DP readers travel to Center City more than **100,000** times per month.
- Every year, DP readers spend **\$38.6 million** on travel, **\$21.9 million** on clothing, **\$15.5 million** on computer-related products, and **\$4.2 million** on jewelry.
- Student DP readers' monthly **discretionary spending** is **\$512** — more than double the national college student average of \$229.
- Nearly **14,000** Penn students live in a house or apartment off-campus.
- DP readers spend more than **\$77 million** each year at sit-down restaurants; they eat out **more than 140,000 times** per week.
- More than **63%** of DP readers have **access to cars** for easy travel to all areas of Philadelphia, the suburbs, and beyond.

## Newspaper readership of the Penn community

The Penn community reads The Daily Pennsylvanian more than any other newspaper:



*"The students and staff at UPenn are the people that help fuel the economy in University City, and what better way to reach out to them than through advertising with The Daily Pennsylvanian."*

— Michael Suh, Mizu Sushi Restaurant

# PUBLICATIONS



PUBLICATIONS

## The Daily Pennsylvanian

Our flagship publication, The Daily Pennsylvanian, is the award-winning daily student newspaper at the University of Pennsylvania. The Daily Pennsylvanian is frequently recognized as one of the top college newspapers in the country. The DP delivers to the Penn community local, relevant campus news, sports and commentary — plus the New York Times crossword puzzle, Sudoku, and hundreds of ads for products and services.

## TheDP.com

Our home on the Internet, theDP.com, contains the **full editorial content** of each day's Daily Pennsylvanian, each 34th Street Magazine, PDF versions of both publications' print editions (including **all the ads**), plus content available exclusively online. For students, the most popular section of our website is **Under the Button**, an online-only campus lifestyle **blog** that is Penn's 24/7 source for local news, gossip and entertainment. TheDP.com features **Events@Penn**, an interactive, community-generated event listings **calendar**. TheDP.com also provides **multimedia** videos and slideshows of Penn events, two decades of **archived articles**, **breaking news updates**, **reader feedback**, classified ads, and a Philadelphia **dining guide**. Online readers — students, faculty/staff and many Penn parents and alumni — view more than **three-quarters of a million web pages** each month on theDP.com.

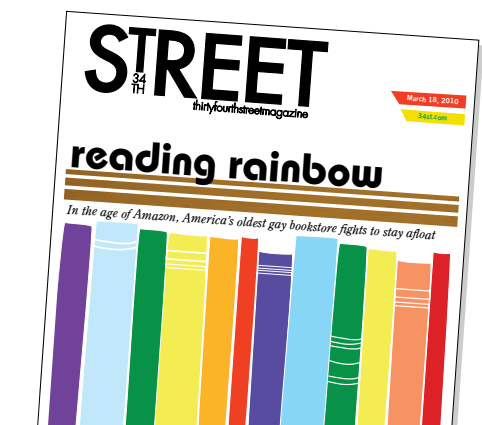


**\$92 million**

spent annually on goods and services by students who read The Daily Pennsylvanian

— Source: Spring 2010 market research study





## 34th Street Magazine

Read by more students than any other magazine\* on the Penn campus, 34th Street is the award-winning Thursday **arts, entertainment, and culture magazine** section of The Daily Pennsylvanian. It prepares readers for the weekend with the latest music, film, theater, and restaurant reviews, as well as engaging them with in-depth feature stories and entertaining them with humor.

\* Source: Spring 2010 Penn Market Research Study

## Special Issues

The Daily Pennsylvanian and 34th Street Magazine publish a variety of special issues that correspond to seasonal and Penn events. From an introductory **new student** edition to end-of-semester **finals** issues, from **football** and **basketball** season previews to guides to Philadelphia **dining, shopping, and off-campus living**, these issues offer advertisers an opportunity to reach a receptive and targeted audience.



## The Summer Pennsylvanian

There are nearly **10,000 students, administrators, faculty, and staff** who remain on Penn's campus during the summer, working and/or participating in classes. The Summer Pennsylvanian, with a circulation of **5,000 copies** distributed free on Thursdays at approximately 45 campus-area locations, helps them beat the Philadelphia heat. As the only weekly campus publication during the summer session, The Summer Pennsylvanian offers coverage of campus news and events, plus a weekly guide to Philadelphia's summer entertainment scene.

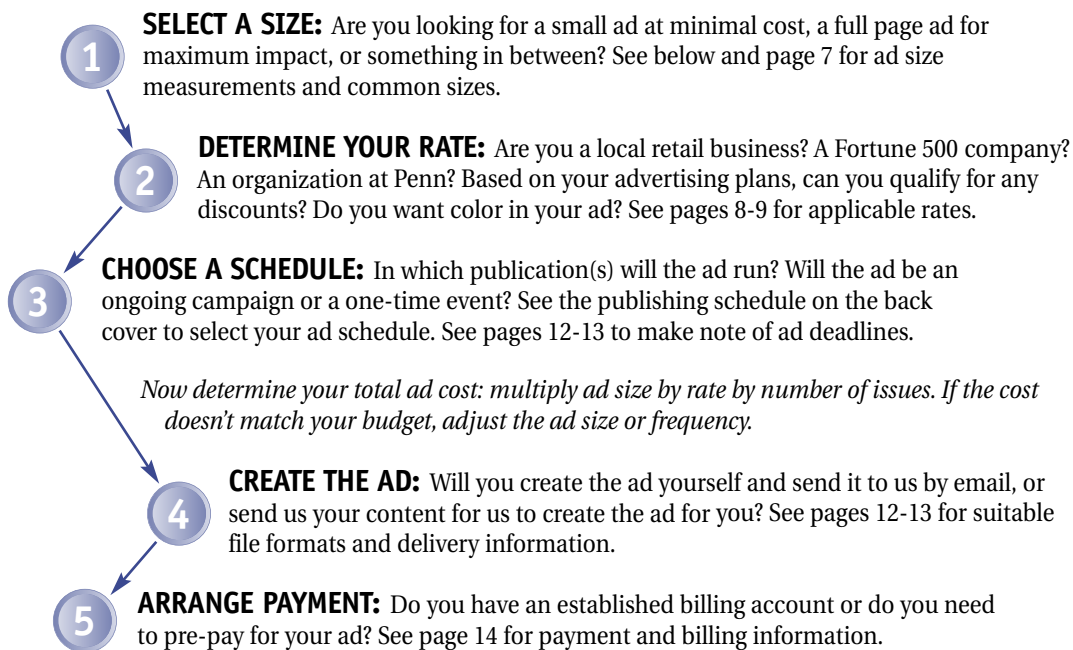


# PLACING AN AD

## Targeting Your Audience & Media

The Daily Pennsylvanian offers a variety of media that reach different segments of the Penn market, from students to faculty/staff to parents and alumni. Our print publications and out-of-home newspaper distribution boxes allow you to target the on-campus community with display ads (see below and next three pages), free-standing inserts (page 11), and rackbox posters (page 11). Our Internet publications allow you to target a primarily-student audience via our popular campus blog (page 10) or use our main website (pages 10-11) to reach the broader Penn community which includes Penn alumni and parents. Choose the medium or media mix that best suits your advertising needs.

## 5 Steps To Placing A Display Ad

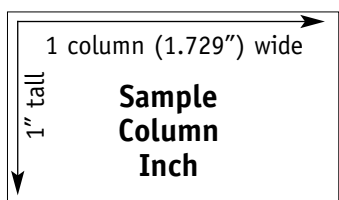


SIZES

## About Display Ad Sizes

**PAPER SIZES:** The Daily Pennsylvanian prints its publications in two sizes. A broadsheet newspaper is 12" wide by 22" tall with a maximum printed area per page of 10.875" wide by 21" tall. A tabloid pull-out is 11" wide by 12" tall with a maximum printed area per page of 9.046" wide by 10.5" tall.

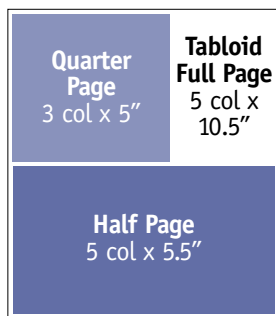
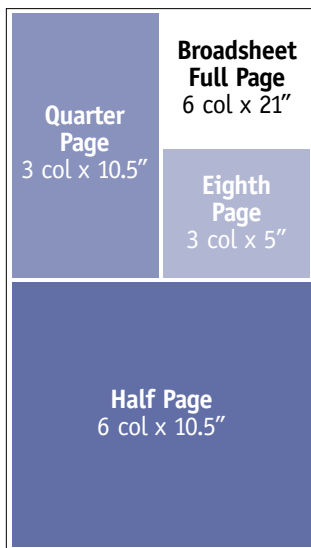
**AD SIZES:** Sizes are expressed as the number of columns wide by the number of inches tall (i.e. a "2 x 4" ad is 2 columns wide by 4 inches tall). Multiplying columns by inches gives the total number of column inches (i.e. 2 x 4 = 8 column inches). Multiplying column inches by the ad rate gives the ad cost.



- Widths are in full columns (no fractions)
- Heights are in half-inch increments (min. 1" tall)
- Minimum size: 2 col. inches (1 col. x 2" or 2 col. x 1")
- Broadsheet ads taller than 18" will be charged and run as a full 21" column. Tabloid ads taller than 8.5" will be charged and run as a full 10.5" column.

# DISPLAY AD SIZE INFORMATION

## Common Ad Sizes



The Daily Pennsylvanian and The Summer Pennsylvanian are broadsheet newspapers. 34th Street Magazine is a tabloid section. Special issues vary; see page 13 for the format of each issue.

Although many ad sizes are available, here are some of the most common sizes:

### Broadsheet

Full Page	6 col. x 21"
Two-Thirds Page (Vertical)	4 col. x 21"
Two-Thirds Page (Horizontal)	6 col. x 14"
Half Page (Vertical)	4 col. x 16"
Half Page (Horizontal)	6 col. x 10.5"
Third Page	4 col. x 10.5"
Quarter Page (Vertical)	3 col. x 10.5"
Quarter Page (Horizontal)	4 col. x 8"
Eighth Page (Vertical)	2 col. x 8"
Eighth Page (Horizontal)	3 col. x 5"
Sixteenth Page	2 col. x 4"

### Tabloid

Full Page	5 col. x 10.5"
Half Page (Vertical)	3 col. x 8.5"
Half Page (Horizontal)	5 col. x 5.5"
Quarter Page (Vertical)	2 col. x 6.5"
Quarter Page (Horizontal)	3 col. x 5"
Eighth Page	2 col. x 3.5"

## Column Sizes

### DISPLAY ADS

For all advertising *except classifieds*, broadsheet pages are 6 columns wide. (Tabloid pages are 5 columns wide.) Each column is 1.729 inches (10p4) wide. There is a .10 inch (7 point) gutter (space) between columns.

Columns	Inches	Picas
1	1.729	10p4
2	3.558	21p4
3	5.388	32p4
4	7.217	43p4
5	9.046	54p3
6	10.875	65p3

### CLASSIFIED DISPLAY ADS

Pages are 8 columns wide. Each column is 1.272 inches (7p8) wide. There is a .10 inch (7 point) gutter (space) between columns.

Columns	Inches	Picas
1	1.272	7p8
2	2.644	15p10
3	4.016	24p1
4	5.388	32p4
5	6.760	40p7
6	8.132	48p10
7	9.504	57p0
8	10.876	65p3

SIZES

"South Moon Under has been advertising in The Daily Pennsylvanian for the past 3 years. We find it to be the best way to reach fashion forward students to inspire their style."

— Michelle Pipitone, South Moon Under

# PRINT AD RATES

## Local

Available to all Philadelphia-area advertisers not part of the University of Pennsylvania. These net rates are non-commissionable to agencies.

**OPEN RATE** ..... \$11.90  
per column inch

**MULTI-DAY DISCOUNT** ..... \$10.70  
per column inch  
(for ads running 2 or more days during the  
2010-11 school year, 8 col. inch minimum)

### ANNUAL CONTRACTS\*

Total Advertising Contract Level	Display Ad Rate Per Column Inch
-------------------------------------	------------------------------------

\$2,000 .....	\$10.20
\$3,000 .....	\$10.00
\$4,000 .....	\$9.80
\$5,000 .....	\$9.60
\$6,000 .....	\$9.50
\$7,000 .....	\$9.40
\$8,000 .....	\$9.30
\$10,000 .....	\$9.10
\$15,000 .....	\$8.90
\$20,000 .....	\$8.70
\$30,000 .....	\$8.50

## National

Available to all national (non-local) advertisers and their agencies. These net rates are non-commissionable to agencies.

**OPEN RATE** ..... \$14.80  
per column inch

### ANNUAL CONTRACTS\*

Total Advertising Contract Level	Display Ad Rate Per Column Inch
-------------------------------------	------------------------------------

\$3,500 .....	\$14.10
\$7,000 .....	\$13.40

## University

Available to University of Pennsylvania clubs, departments, organizations, individuals, and centers. These net rates are non-commissionable to agencies.

**OPEN RATE** ..... \$10.80  
per column inch

### ANNUAL CONTRACTS\*

Total Advertising Contract Level	Display Ad Rate Per Column Inch
-------------------------------------	------------------------------------

\$4,000 .....	\$10.00
\$5,000 .....	\$9.80
\$6,000 .....	\$9.70
\$7,000 .....	\$9.60
\$8,000 .....	\$9.50
\$10,000 .....	\$9.30
\$15,000 .....	\$9.10
\$20,000 .....	\$8.90
\$30,000 .....	\$8.70

## Front Page Ads

The front page is the most select position for an ad. Only one such ad is available in each issue, on a first-come basis. The ad runs across the entire bottom of the front page, 6 columns (10.875 inches) wide by 2" tall. Color is included in the cost of the ad. Front page ad design is subject to review and acceptance by The Daily Pennsylvanian.

**FRONT PAGE AD** ..... \$600.00

**VOLUME DISCOUNT:** Deduct 10% for 5 or more ads ordered together to run within one semester.

\* The discounted Local, University, and National Annual Contract rates are offered in exchange for an advance commitment to a minimum amount of advertising spending within a 12-month period. **All** advertising spending (including color charges, Internet ads, inserts, etc.) counts toward achieving a contract level. See page 15 for details.

Color is a cost-effective way to increase the impact of a newspaper ad. Full color ads beat black-and-white ads for in-depth readership by

60%

— Source: Newspaper Association of America, 2010



# Color

Any display ad using color — whether single or full color — incurs a flat charge for color printing. The cost applies to any size ad.

**COLOR** ..... \$160.00

Regular deadlines apply for all color advertising. Press configuration may occasionally limit the location of color ads in an issue.

# Crossword/Sudoku

Both the daily New York Times Crossword Puzzle and the daily Sudoku puzzle may be sponsored with a classified display ad, 4 columns wide by 2" tall.

**ONE TIME (SELECTED DAYS)** ... \$100.00  
per puzzle

**10 TIMES (PER SEMESTER)** ..... \$80.00  
per puzzle

# Guaranteed Position

**GUARANTEED POSITION** ..... 10%  
of ad space cost (\$40 minimum charge)

Guaranteed position only applies to specific pages or sections, not to the position of the ad on a page.

Alternatively, advertisers may **request** ad position, without a fee, but also without a guarantee of placement.

Position guarantees are sold on a first-come basis, based on availability. Not all position requests are possible due to layout and press configurations.

# Classified Line

Unlike display ads, classified line ads are un-bordered, text-only ads priced by word count rather than size. All classified line ads also appear on theDP.com at no additional cost.

Number Of Days Ad Runs	Line Ad Rate Per Word Per Day
1-5 days .....	40¢
6-10 days .....	35¢
11+ days .....	30¢

Optional Extras	Rate
Jumbo Headline .....	\$1.50 per line per day
Bold Text .....	50¢ per word per day (max. \$4.00 per day)

School Break Online Ads*	Rate
For Every 10 Words .....	\$2.00 per week

\* Online-only classified line ads, available during school break weeks when print issues are not being published.

**POLICIES:** 10-word minimum. Tearsheets or proofs are not supplied. Classified ad rates are non-commissionable net rates. No refunds will be made for any cancelled classified line ads.

**CLASSIFICATIONS:** Adoption, Adult Entertainment, Business Opportunities, For Rent, For Sale, Instruction, Health & Fitness, Help Wanted, Lost & Found, Miscellaneous, Personals, Real Estate, Roommates, Services, Sublet, Tickets, Travel, Wanted

# Classified Display

Classified display ads are display (boxed) ads which run in the classified section. They are sold by the column inch, but columns in the classified section are narrower than regular display ads (see column sizes, page 7).

There is no difference in price per column inch — the display ad rates listed on page 8 apply to classified display ads.

# INTERNET ADVERTISING

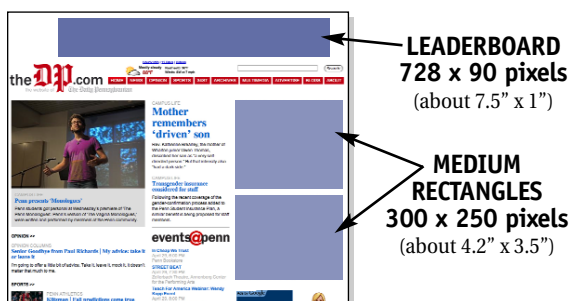
## About Banner Ads

Banner ads that link to your website are available throughout the pages of theDP.com — including related sites like 34st.com (the site of 34th Street Magazine, the weekly arts and entertainment magazine) and UnderTheButton.com (a popular campus lifestyle blog). Ads are automatically rotated among all pages.

**AD SIZES:** There are two banner ad sizes available. A Medium Rectangle appears on the right side of each page; a Leaderboard (theDP.com only) appears at the top of each page.

**READERSHIP:** In addition to students and faculty, Penn parents and alumni account for more than half of the page view traffic on theDP.com, except for the Under The Button blog, which receives most of its traffic from students.

## TheDP.com



**TRAFFIC:** The minimum order is 30,000 page views. With more than half a million page views per month, a schedule of 30,000 page views/month would be light exposure, 75,000 would be moderate exposure, and 100,000 would be heavy exposure.

## Under The Button Blog



**TRAFFIC:** The minimum order is 15,000 page views. Under The Button receives more than 200,000 page views per month.

## Banner Ad Rates

Ads are priced by page views — the number of times each ad is displayed online. Ads may be scheduled to run over any time period of two or more days.

Type Of Banner Ad	Rate Per 1,000 Page Views
Leaderboard .....	\$10.00
Medium Rectangle .....	\$10.00
Medium Rectangle – Blog .....	\$12.00

**VOLUME DISCOUNT:** Get 10,000 free page views for every 70,000 page views purchased.

## Text Links

Text links are one-line ads (limit 5 words), appearing near the bottom of each page, for improving your site's search engine rankings (SEO).

MONTH .....	\$150.00
6 MONTHS .....	\$750.00
12 MONTHS .....	\$1,200.00

## Headline Email Ads

More than 3,000 subscribers receive a daily email with headline links to stories on theDP.com. Two banner ads are available in each day's headline email; the ads are sold on a first-come basis. Subscribers are more heavily weighted toward Penn parents and alumni.

**AD SIZES:** Banner ads in the emails are available in two sizes: Leaderboard (728 x 90 pixels) and Skyscraper (120 x 600 pixels). The same rates apply to both sizes.

WEEK (5 DAYS) .....	\$175.00
MONTH (20 DAYS) .....	\$600.00
SEMESTER (60 DAYS) .....	\$1,500.00

**BUNDLE DISCOUNT:** Deduct 10% from the cost of a headline email ad when purchased at the same time as any banner ad.

MORE RATES

# OTHER ADVERTISING

## Rackbox Posters

Out-of-home (outdoor) advertising is second only to the Internet in media growth. The Daily Pennsylvanian offers out-of-home advertising in the form of poster locations on newspaper distribution rackboxes throughout the campus area.



Large, color, glossy posters provide a great opportunity to promote your image on campus. The rackboxes are located inside residential dorms, dining halls and classroom buildings, where students spend most of their time. Rackbox posters do not compete with other ads, since they are located in an environment that is not cluttered with flyers and other posters. Rackbox advertising is a perfect complement to your display advertising.

Rackbox posters are available in as few as 2 to as many as 12 campus locations, and are installed on a month-by-month basis.

Month	Cost
2-3 Boxes .....	\$300.00 (per box)
4+ Boxes .....	\$250.00 (per box)
Semester (4 Months)	Cost
2-3 Boxes .....	\$900.00 (per box)
4+ Boxes .....	\$750.00 (per box)
Year (12 Months)	Cost
2-3 Boxes .....	\$2,100.00 (per box)
4+ Boxes .....	\$1,750.00 (per box)

**POSTER INFORMATION:** The size of a poster is 18" x 24", with an image area of 17" wide by 21" tall. Vital advertising content should be kept a minimum of .25" inside the image area. Posters are printed on glossy, photographic stock, and full-color printing is included in the price. Posters are sold and posted on a calendar-month basis. Lead time for printing and distribution is three weeks prior to the start of each month.

Contact the Advertising Office for availability and scheduling. Posters are scheduled on a first-come basis for each campus rackbox location.

## Free-Standing Inserts

Free-standing inserts are flyers, magazines, etc. that are inserted into The Daily Pennsylvanian. Inserts must run in the entire press run (10,000 copies).

Pages In Insert	Cost Per Insert
1-19 .....	\$700.00 (\$70.00 per 1,000)
20+ .....	\$850.00 (\$85.00 per 1,000)

**FREQUENCY DISCOUNT:** Deduct \$70 (\$7 per thousand) for 6 or more inserts during one year.

**INSERT INFORMATION:** Maximum finished size is 10.5" x 11.5"; minimum size is 6" x 8"; minimum thickness is .007" per page. Inserts must be shipped (on skids or in boxes) to The Daily Pennsylvanian's printing plant. A sample copy must be sent to The Daily Pennsylvanian's office for review. Deadline for delivery and sample copy is one week prior to publication.

Contact the Advertising Office for scheduling and shipping instructions. Inserts are scheduled on a first-come basis.

## The Summer Pennsylvanian

All rates for The Summer Pennsylvanian are lower than school-year rates, due to the smaller press run.

<b>LOCAL OPEN RATE</b> .....	\$8.70
	per column inch
5 Issue Discount .....	\$8.30
10 Issue Discount .....	\$7.90
<b>UNIVERSITY RATE</b> .....	\$8.40
	per column inch
<b>NATIONAL RATE</b> .....	\$10.30
	per column inch
<b>CLASSIFIED LINE RATE</b> .....	35¢
	per word per issue

MORE RATES

*"University Square works to promote the more than 80 stores, boutiques, and restaurants located in University City. The Daily Pennsylvanian and its related products provides us with the most effective means to reach the students and faculty that live and work in this area."*

— Lucy Bitton, University Square



# AD SUBMISSION GUIDELINES

## Advertising Deadlines

### Print Ad Deadlines

It is *not* necessary to “reserve space” prior to submitting an ad; both the ad order and ad copy are due by deadline. Should ad copy not be received by deadline, the ad will be subject to cancellation from the edition. Advertising cancelled after deadline is subject to full charge. Advertisers requiring proofs, please add two business days to the deadlines.

Occasionally, displays ads can be accepted after deadline. If a late ad order is accepted, there will be a late charge of 10% of the ad's space cost.

#### THE DAILY PENNSYLVANIAN

**Display Ads** ..... 3 p.m.  
Two business days in advance

**Classified Line Ads** ..... noon  
One business day in advance

#### 34TH STREET MAGAZINE

**Display Ads (only)** ..... 3 p.m.  
Thursdays, one week in advance

#### THE SUMMER PENNSYLVANIAN

**Display Ads & Classified Line Ads** ..... 3 p.m.  
Tuesdays, two business days in advance

#### SPECIAL ISSUES

**Display Ads & Classified Line Ads\*** ..... 3 p.m.  
Deadlines vary (see Special Issues, page 13)

\* Classified line ads are available only in broadsheet special issues, excluding the New Student Issue.

### Other Ad Deadlines

#### INTERNET

**Customer-Supplied Completed Ad** ..... noon  
One business day in advance

**Ad To Be Created/Modified** ..... noon  
Two business days in advance

**FREE-STANDING INSERTS** ..... 1 week  
Delivered to printing plant

**RACKBOX POSTERS** ..... 3 weeks  
Prior to start of month

## Placement & Delivery

**Ads submitted electronically** are preferred. Ads may be emailed or supplied on USB Flash Drives or CDs. When using email and submitting multiple files (such as fonts), it is advisable to compress all files into a single Zip file. Alternatively, The Daily Pennsylvanian can download an ad from your website or FTP site.

The Daily Pennsylvanian can also **create an ad for you**. Basic design is included in the cost of the ad. A large number of photographs or extensive typing is subject to additional production charges.

There are several ways to place an ad:

■ **IN PERSON:** 4015 Walnut Street, 2nd floor  
Monday through Friday, 9 a.m. to 5 p.m.

■ **BY PHONE:** (215) 898-6581  
Monday through Friday, 9 a.m. to 5 p.m.  
*Note: Ads cannot be accepted solely over the phone. Written confirmation (via email or fax) of both your ad order and your credit card authorization are required.*

■ **BY FAX:** (215) 898-2050  
Instructions, text, or rough layouts only; fax quality does not allow logos, photos, or layouts to be used.

■ **BY MAIL:**  
Advertising Office  
The Daily Pennsylvanian  
4015 Walnut Street  
Philadelphia, PA 19104

■ **BY EMAIL:** [advertising@theDP.com](mailto:advertising@theDP.com)  
Compose a message which includes:  
a) your name, address, phone number;  
b) description of what you are submitting;  
c) the size of the ad you want; and  
d) the date(s) you want the ad to run.

Make your ad (including any fonts and graphics) a separate attachment to your message. See page 13 for information about acceptable delivery formats.

*Note: If your file is too large to send via email, contact us for alternate delivery instructions.*

■ **ONLINE:** (*classified line ads only*)  
Submit and pay for your ad on our secure server at [theDP.com/classifieds](http://theDP.com/classifieds).

# Electronic Formats

## Print Ads

Ads saved as PDF files are **preferred**, since a PDF file embeds all graphics and fonts into a single, complete file. We can also accept files saved in TIFF or EPS format. Web file formats, such as GIF, JPEG, and PNG will generally **not** reproduce well in print and should **not** be submitted.

We can also accept native files from InDesign, Photoshop, QuarkXPress, Illustrator, and Microsoft Word. The Daily Pennsylvanian uses Macintosh computers; although we can read most Windows formats, there are fewer problems if you supply us with Mac files.

We can **not** accept files in PowerPoint, Pagemaker, or Microsoft Publisher formats; if you create content in these programs, you should convert your file to a PDF.

**AD SIZES:** Ads submitted electronically which are not built to the correct column widths will be re-sized.

**RESOLUTION:** Photos for ads submitted electronically should be scanned at 170 dpi or higher. Ads are output and printed at 100 lpi.

**FONTS:** If you submit a file in PDF format, you must make sure all fonts are embedded when the PDF file is created.

If you submit a file in any other format, you must supply all fonts used in your ad. Only Macintosh fonts are acceptable; Windows fonts will not work.

The Daily Pennsylvanian reserves the right to substitute similar fonts if a font is corrupted or not supplied.

**COLOR:** All color advertisements are printed using the four process CMYK colors. Please convert any color text or graphics from RGB to CMYK color.

## Internet Ads

Ads saved as GIF or JPEG files are **preferred**. Animation is acceptable, but audio is not. You must also provide the URL of the page to which you want your ad linked.

**AD SIZES:** Ads submitted electronically which are not built to the correct banner size will be re-sized.

**RESOLUTION:** Ads should be saved at a resolution of 96 dpi or pixels/inch. (72 dpi is also acceptable.)

**COLOR:** All files should be saved in RGB color format.

# Special Issues

**Welcome Back Issue** ..... September 2  
[Broadsheet] Deadline: August 26

**Football Preview** ..... September 17  
[Tabloid pull-out] Deadline: September 10

**Family Weekend Issue** ..... October 15  
[Broadsheet] Deadline: October 13

**Homecoming Issue** ..... October 29  
[Broadsheet] Deadline: October 27

**Fall Dining Guide** ..... November 3  
[Tabloid pull-out] Deadline: October 27

**Basketball Preview** ..... November 12\*  
[Tabloid pull-out] Deadline: November 5  
\* Subject to change depending on date of first game.

**Housing Guide** ..... December 1  
[Tabloid pull-out] Deadline: November 19

**Final Exams Issue** ..... December 13  
[Broadsheet] Deadline: December 9

**Spring Dining Guide** ..... February 16  
[Tabloid pull-out] Deadline: February 9

**Shopping Guide** ..... March 23  
[Tabloid pull-out] Deadline: March 18

**Sublet Guide** ..... March 30  
[Broadsheet] Deadline: March 28

**34th Street Best of Penn** ..... April 7  
[Tabloid pull-out] Deadline: March 31

**Final Exams Issue** ..... April 28  
[Broadsheet] Deadline: April 25

**Graduation Issue** ..... May 13  
[Broadsheet] Deadline: May 6

**New Student Issue** ..... June 4\*  
[Broadsheet] Deadline: May 6  
\* Mailed in June to new students' home addresses.

# POLICIES & INFORMATION

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## Ad Placement

Advertising may be placed at The Daily Pennsylvanian offices at 4015 Walnut Street, Philadelphia, PA 19104. Ads may be placed by mail by forwarding the ad and proper payment to this address. Advertising materials may be faxed to (215) 898-2050 (no logos or photos). Ad information or complete ads may be emailed to [advertising@theDP.com](mailto:advertising@theDP.com).

Ads will be accepted only during business hours, Monday through Friday from 9 a.m. to 5 p.m.

We will not return your advertising materials unless you specifically ask us to.

All advertising is subject to acceptance by The Daily Pennsylvanian, which reserves the right to reject any advertisement at its sole discretion at any time prior to publication. The Daily Pennsylvanian will not knowingly publish advertisements which unlawfully discriminate on the basis of race, color, age, sex, sexual orientation, religion, national origin, ancestry, or physical handicap.

The Daily Pennsylvanian will make all reasonable effort to see that advertising is published, displayed or distributed as ordered and accepted. However, The Daily Pennsylvanian will not be responsible for any consequential damages resulting from failure to do so.

Advertisers and agencies forwarding insertion orders which contain incorrect rates or conditions are hereby advised that the advertising called for will be inserted and charged in accordance with the rates and regulations stated in this Rate Book and The Daily Pennsylvanian Basic Advertising Contract.

The advertiser and/or agency agrees to assume full and complete responsibility and liability for the content (including text representations, illustrations, and copyrights) of any advertisements placed in The Daily Pennsylvanian and/or its related print and online publications and/or its other advertising products and services.

Page position of advertisements may be requested, or may be guaranteed at a premium charge.

Advertising cancelled after the deadline for publication will be removed from the issue, but the advertiser remains liable for payment of the full cost of the ad.

## Errors & Adjustments

The Daily Pennsylvanian will be responsible for errors in advertisements only in proportion to the bearing that the error has in relation to the entire ad, as determined by the Credit Manager of The Daily Pennsylvanian.

The Daily Pennsylvanian will not consider adjustment of payment for any advertisement involving typographical errors or erroneous insertion unless notice is given to the Credit Manager within ten (10) days of the first monthly statement. The Daily Pennsylvanian will not be liable for more than one incorrect insertion of any advertisement.

## Credit & Billing

All ads must be paid at the time of placement unless a credit account has been previously established and maintained in good standing. To apply for credit, a completed credit application must be submitted to, and approved by, the Credit Manager.

The Daily Pennsylvanian reserves the right to request payment in advance, or to cancel credit privileges at any time.

Statements are mailed at the end of each month; invoices are not sent for individual ads. Terms: net 30 — that is, payment in full is due 30 days from the end-of-month statement date.

Past due credit accounts are subject to a late payment charge of 1.25 percent per month, with a minimum of \$1 per month.

If payment is not made in accordance with The Daily Pennsylvanian's credit terms, The Daily Pennsylvanian may refuse to insert any further advertising.

Tearsheets are mailed — on request — on the day of publication only, and not with the monthly statements.



## Annual Contracts

Annual Contract advertising agreements commit an advertiser to run a specified dollar amount of advertising during a 12-month period in return for a discounted display advertising rate. All advertising services — including print ads, Internet ads, color, free-standing inserts, etc. — count toward fulfilling an Annual Contract.

Advertisers who do not fulfill their Annual Contract agree to pay, at termination, a short rate (adjustment) for all advertising discounted under the contract.

An Annual Contract advertiser may upgrade to a larger contract — at a lower rate — at any time during the 12-month contract period. The new rate will be effective for all display advertising run after the date of the upgrade, but the new rate is not retroactive to advertising previously run.

The Annual Contract rates in this Rate Book are not guaranteed beyond August 15, 2011. An advertiser whose Annual Contract expires after August 15, 2011 will pay the published 2011-12 rate for the same contract level after August 15, 2011.

Annual Contracts and contract upgrades must be approved by The Daily Pennsylvanian's Advertising Director or Business Manager before becoming effective.

Additional details about Annual Contract short rates, contract upgrades, rate adjustments, and credit suspensions are contained in The Daily Pennsylvanian Basic Advertising Contract.

## General Policies

The Daily Pennsylvanian reserves the right to revise its advertising rates and/or any other conditions set forth in this Rate Book at any time with 30 days notice.

All terms, conditions, and rates contained in this Rate Book are incorporated by reference and made part of The Daily Pennsylvanian Basic Advertising Contract. A complete list of contract terms and conditions are listed on The Daily Pennsylvanian's Insertion Order and Annual Contract agreements, which are available upon request.

## Penn Calendar

<b>Student Move-In</b>	September 2
<b>New Student Orientation</b>	September 2-7
<b>Labor Day</b>	September 6
<b>Fall Classes Begin</b>	September 8
<b>Rosh Hashanah</b>	September 8*
<b>Yom Kippur</b>	September 17*
<b>First Football Game</b>	September 18 vs. Lafayette
<b>Fall Break</b>	October 9-12
<b>Family Weekend</b>	October 15-17
<b>Homecoming Day</b>	October 30 vs. Brown
<b>Thanksgiving Break</b>	November 25-28
<b>Fall Classes End</b>	December 10
<b>Final Exams</b>	December 15-22
<b>Spring Classes Begin</b>	January 12
<b>Martin Luther King, Jr. Day</b>	January 17
<b>Spring Break</b>	March 5-13
<b>Spring Fling</b>	April 15-16
<b>Passover</b>	April 18*
<b>Easter</b>	April 24
<b>Spring Classes End</b>	April 26
<b>Penn Relays</b>	April 28-30
<b>Final Exams</b>	May 2-10
<b>Alumni Day</b>	May 14
<b>Commencement</b>	May 16
<b>Summer Sessions Begin</b>	May 23
<b>Summer Sessions End</b>	August 12

\* Jewish holidays begin at sundown of the date listed.

*"I find that The Daily Pennsylvanian is the one common denominator in campus advertising that reaches across our constituencies — not only do students read it, but so do Faculty and Staff. It's the best way I know of to easily get our message out to so many people."*

— Jeff Rusling, *Computer Connection*

# 2010-2011 Publication Calendar

 THE DAILY PENNSYLVANIAN

 SPECIAL ISSUE  
[SEE PAGE 13]

 34TH STREET MAGAZINE

 THE SUMMER PENNSYLVANIAN

## SEPTEMBER 2010

S	M	T	W	Th	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	Th	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	Th	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	Th	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	Th	F	S
2	3	4	5	6	7	1/8
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	Th	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	Th	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	Th	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	Th	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	Th	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	Th	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

## AUGUST 2011

S	M	T	W	Th	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			

**The Daily Pennsylvanian**

4015 Walnut Street  
Philadelphia, PA 19104-6198

Phone: (215) 898-6581 | Fax: (215) 898-2050  
E-mail: [advertising@theDP.com](mailto:advertising@theDP.com)