



DAILY TROJAN ONLINE

Fall 2010 & Spring 2011 AD RATES

1 Upper Box
(300 x 250 pixels)

50,000 impressions
(lasts about 1-2 weeks):
\$550

2 Banner
(728 x 90 pixels)

50,000 impressions
(lasts about 1-2 weeks):
\$350

3 Lower Box
(300 x 250 pixels)

50,000 impressions
(lasts about 1-2 weeks):
\$280

10% OFF
100,000 impressions
(lasts about 2-4 weeks):
\$990

20% OFF
200,000 impressions
(lasts about 4-8 weeks):
\$1760

Text Link Ad
(25 characters max.)

\$50 per week · **\$180** per month · **\$600** per semester (four months)

Daily E-mail
(300 x 250 pixels)

\$75 / 5,000 views · **\$125 / 10,000** views · **\$225 / 20,000** views

How online advertising works

The Daily Trojan online provides worldwide access to the Daily Trojan newspaper, serving thousands of students, faculty, parents, alumni and USC fans every day. The Web site also offers searchable archives, daily e-mail subscriptions, breaking news features and more. When readers aren't on campus, they turn to **dailytrojan.com** for the latest campus news.

What are impressions?

An impression is when someone views a Web page with your ad on it. This is not the same as a click-through. We get anywhere from 5,000 to 10,000 page views a day. The heavier the traffic, the more people will see your ad and the quicker it will meet its goal.

How does ad rotation work?

In any ad slot, there can be up to four different ads running. This creates variety as a reader navigates the Web site. If there are other advertisers in your slot, it will not reduce your impression count but will slow down (and extend) the length of your campaign.

What ad formats do you accept?

We prefer static ads optimized for the Web as GIF files under 75KB. We can work with rich media but need extra time to test these ads.

Can I choose which pages I want?

All ads are ROS ("run of site") meaning they appear on all of our pages for maximum exposure.

How does the e-mail blast work?

We have about 3,500 e-mail subscribers. When we e-mail our daily headlines, subscribers see your ad in the body of the e-mail, and it counts as an impression, similar to our Web site. It is *not* counted as an impression if a subscriber does not open the e-mail.

Deadlines

Ads and payments are due by noon two business days in advance of your launch. Check for availability and allow extra time for rich media. Contact us at **(213) 740-5629** or **ads@dailytrojan.com**.

Typical inside pages