

# The Daily Pennsylvanian

## NYT CROSSWORD/SUDOKU PUZZLE SPONSORSHIP

### NYT Crossword Puzzle

Students and faculty love to do crossword puzzles in The Daily Pennsylvanian — it's one of the most popular features in the DP, according to market research studies. And this is no run-of-the-mill puzzle: The New York Times crossword is the premier puzzle in print today.

### Sudoku Puzzle

It's the most popular puzzle on Penn's campus. Sudoku has swept the nation and now can be found in most daily newspapers across the country. You'll find it next to the NYT Crossword Puzzle in The Daily Pennsylvanian each and every issue.

### Advertising Opportunities

The New York Times Crossword Puzzle and the Sudoku puzzle run in every regular issue of The Daily Pennsylvanian. Sponsorship of both puzzles are available on selected days or at a reduced cost if you order for a minimum of 15 runs for the semester.

The sponsorship ad size is 4 classified display columns wide (5.388") x 1.5" tall. Both puzzles run in the classified section of The Daily Pennsylvanian.

The sponsorship ad is *not* a traditional ad — It is a premium spot for an advertiser to display a logo and at most a few lines of text.

Puzzle sponsorships are ordered on a first come basis. You can mix and match sponsorship ads for both puzzles to qualify for the fifteen-time rate.

### Sponsorship Rates

Number of Runs	Rate Per Puzzle
One Time (Selected Days) .....	\$75.00
15 Times (Per Semester) .....	\$60.00

### Publication Schedule

SEPTEMBER							OCTOBER							NOVEMBER							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
			1	2	3	4	5					1	2	3	1	2	3	4	5	6	7
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	
27	28	29	30				25	26	27	28	29	30	31	29	30						
DECEMBER							JANUARY							FEBRUARY							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
		1	2	3	4	5						1	2	1	2	3	4	5	6		
6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13	
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20	
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27	
27	28	29	30	31			24	25	26	27	28	29	30	28							
MARCH							APRIL							END OF YEAR SPECIAL ISSUES							
S	M	T	W	T	F	S	S	M	T	W	T	F	S								
	1	2	3	4	5	6				1	2	3									
7	8	9	10	11	12	13	4	5	6	7	8	9	10								
14	15	16	17	18	19	20	11	12	13	14	15	16	17								
21	22	23	24	25	26	27	18	19	20	21	22	23	24								
28	29	30	31				25	26	27	28	29	30									
														Graduation Issue 5/14/10 Deadline 5/7/10							
														New Student Issue 6/5/10 Deadline 5/7/10							

### Sample Puzzles

**THE NEW YORK TIMES**  
**CROSSWORD PUZZLE**

sponsored by

Your company name here

Your message here  
3.5" wide by 1.25" tall



**The sponsorship ad sits on top of each puzzle.**

