

# The Daily Pennsylvanian

## INTERNET ADVERTISING RATES & INFORMATION

### Dailypennsylvanian.com

Our home on the Internet contains the full editorial content of each day's Daily Pennsylvanian, each 34th Street Magazine, plus PDF versions of both publications' print editions (including all of the ads). Online-only blogs cover sports, news, and commentary. The most popular and student-focused blog, Under the Button, covers Penn gossip and entertainment with updates multiple times each day. Dailypennsylvanian.com also provides videos of Penn events, campus events listings, two decades of archived articles, breaking news updates, reader feedback on articles, classifieds ads, and a Philadelphia dining guide containing more than 800 campus and downtown restaurants. Online readers — students, faculty, and staff plus many Penn parents and alumni — view more than half a million Web pages each month on Dailypennsylvanian.com.

### Banner Ads

Banner ads are available on news pages and blogs and link to your Web site's address. Ads consist of graphics and/or limited text. Ads are automatically rotated among all pages on Dailypennsylvanian.com. There are two ad sizes available on the news pages in two different locations:

**Leaderboard:** On the top of each page, a horizontal ad, 728 x 90 pixels (about 7.5" wide x 1" tall).

**Medium Rectangle:** On the right side of each page, a horizontal ad, 300 x 250 pixels (about 4.2" wide x 3.5" tall).

Blog ads are medium rectangle in size and are rotated on all blogs.

Banner ads are priced by page views — the number of times each ad is displayed online. The minimum order is 30,000 views. Leaderboard and medium rectangle ads may be scheduled to run over any time period.

Type of Banner Ad	Rate Per 1,000 Page Views
Medium Rectangle .....	\$8.00
Leaderboard.....	\$10.00
Blog (Medium Rectangle) .....	\$12.00

**Volume Discount**  
Get 10,000 free page views for every 70,000 page views purchased.

Volume contract customers will be credited with 10 contract inches for every 10,000 page views.

With over 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.

In addition to students and faculty, Penn parents and alumni account for more than half of the page views, except for blogs, which are read mostly by students.

### Headline Email Ads

More than 3,000 readers subscribe to receive free daily headlines via email, with links to the top stories featured on Dailypennsylvanian.com. Two banners per day are available to sponsor the Headline Email; the ads are sold on a first-come basis. Subscribers are more heavily weighted towards Penn parents and alumni. The Headline Email ad links to your Web site's address.

Banner ads embedded in the daily emails are available in two sizes:

**Leaderboard:** On the top of each page, a horizontal ad, 728 x 90 pixels (about 7.5" wide x 1" tall).

**Skyscraper:** On the right side of each page, a vertical ad, 120 x 600 pixels (about 1.25" wide x 6.25" tall).

The same rates apply to both sizes.

WEEK (5 DAYS) .....	\$250.00
MONTH (20 DAYS) .....	\$900.00
SEMESTER (60 DAYS) .....	\$2,400.00

#### Bundle Discount

Deduct 10% from the cost of a Headline Email ad when purchased at the same time as any Banner ad.

Volume contract customers will be credited with 20 contract inches for every week each ad runs.

### Text Link Ads

Text links are one-line ads (limit 5 words) with a hyperlink, appearing near the bottom of each page. Text Links improve your Google™ and Yahoo™ search rankings.

Type of Text Link	Rate Per Link
Month.....	\$150.00
6 Months .....	\$750.00
12 Months .....	\$1,200.00

**Volume Discount**  
Deduct 10% for 2 or more Text Link ads ordered together.

### Placing an Ad Online

To place an online ad: submit artwork (GIF or JPEG format only; animation is acceptable, but no audio) either on disk or via e-mail (to advertising@dailypennsylvanian.com) — or provide an online address where the art is available. Also, provide the URL of the page you want linked to your ad.