

# The Daily Pennsylvanian

## NATIONAL CUSTOMER ADVERTISING INFORMATION

### Publication Schedule

<b>SEPTEMBER</b> S M T W T 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							<b>OCTOBER</b> S M T W T 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							<b>NOVEMBER</b> S M T W T 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						
<b>DECEMBER</b> S M T W T 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							<b>JANUARY</b> S M T W T 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							<b>FEBRUARY</b> S M T W T 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						
<b>MARCH</b> S M T W T 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							<b>APRIL</b> S M T W T 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							<b>END OF YEAR SPECIAL ISSUES</b> Spring Finals Issue 4/29/10 Deadline 4/26/10 Graduation Issue 5/14/10 Deadline 5/7/10 New Student Issue 6/5/10 Deadline 5/7/10						

### Color

<b>SINGLE COLOR</b> .....	\$120.00
<b>FULL COLOR OR MULTIPLE COLORS</b> .....	\$160.00

Contract customers will be credited with 10 contract inches used for every color ad (spot or full) placed during the contract period.

### Advertising Deadlines

Deadline for regular display advertising in The Daily Pennsylvanian is 3 p.m. two (2) business days prior to publication.

### Special Issues

<b>Welcome Back Issue</b> .....	September 3
[Broadsheet]	Deadline: August 27
<b>Football Preview</b> .....	September 18
[Tabloid pull-out]	Deadline: September 11
<b>Shopping Guide</b> .....	October 7
[Tabloid - 34th Street] .....	Deadline: September 30
<b>Family Weekend Issue</b> .....	October 23
[Broadsheet]	Deadline: October 21
<b>Homecoming Issue</b> .....	November 6
[Broadsheet]	Deadline: November 4
<b>Fall Dining Guide</b> .....	November 11
[Tabloid pull-out]	Deadline: October 30
<b>Basketball Preview</b> .....	November 13
[Tabloid pull-out]	Deadline: November 6
<b>Housing Guide</b> .....	December 1
[Tabloid pull-out]	Deadline: November 16
<b>Final Exams Issue</b> .....	December 14
[Broadsheet]	Deadline: December 9
<b>Spring Dining Guide</b> .....	February 17
[Tabloid pull-out]	Deadline: February 5
<b>Sublet Guide</b> .....	March 31
[Broadsheet]	Deadline: March 29
<b>34th Street Best of Penn</b> .....	April 1
[Tabloid - 34th Street]	Deadline: March 25
<b>Final Exams Issue</b> .....	April 29
[Broadsheet]	Deadline: April 26
<b>Graduation Issue</b> .....	May 14
[Broadsheet]	Deadline: May 7
<b>New Student Issue</b> .....	June 5
[Broadsheet]	Deadline: May 7

### National Rate

<b>OPEN RATE</b> .....	\$14.80
	per column inch

This is a net rate, and is non-commissionable to advertising agencies. Advertising is sold in column inches. The minimum size is two column inches.

### Volume Contracts

Annual contracts are available to provide discounted rates in exchange for an advance commitment of a minimum number of inches to be used within a 12-month period.

Column Inches Over 12 Months	Rate Per Column Inch
250.....	\$14.10
500.....	\$13.40

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### Advertising Sizes & Costs

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 cost of an ad.

Any size ad can be created according to these rules:

- Widths are in full columns (no fractions).
- Heights are in 1/2" increments, 1" minimum.
- Minimum size: 2 column inches (1 x 2 or 2 x 1).

#### DISPLAY ADS

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

<b>Broadsheet Quarter Page</b> 3 col x 10.5"	<b>Broadsheet Full Page</b> 6 col x 21"
<b>Broadsheet Half Page</b> 6 col x 10.5"	
<b>Broadsheet Eighth Page</b> 3 col x 5"	

#### Sample Sizes (Other sizes available)

<b>Tabloid Quarter Page</b> 3 col x 5"	<b>Tabloid Full Page</b> 5 col x 11.5"
<b>Tabloid Half Page</b> 5 col x 5.5"	

### 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 inches tall. Color is included in the cost of the ad. Front page ad design is subject to review and acceptance by The Daily Pennsylvanian.

**COST:** Front page ads cost \$500. Deduct 5% for 5 or more ads ordered together to run within one semester.

### Classified Display Ads

Classified Display ads are display ads which run in the classified section. They are sold by the column inch, but the columns are narrower than regular Display ads. There is no difference in price.

#### CLASSIFIED DISPLAY ADS

Broadsheet pages are 8 columns wide. Each column is 1.272 inches (8 picas) 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.....	57p
8.....	10.876.....	65p3

### Pre-Printed Inserts

Pages In Insert	Rate Per 1,000	Cost Per Insert
1-15.....	\$65.....	\$650.00
16-23.....	\$75.....	\$750.00
24-31.....	\$81.....	\$810.00
32+.....	\$87.....	\$870.00

**FREQUENCY DISCOUNT:** Deduct \$60 (\$6 per thousand) for 6 or more inserts during one year.

**INSERT INFORMATION:** Inserts must be placed in the entire press run (10,000 copies). Maximum finished size is 10.5" x 11.5"; minimum size is 6" x 8". Inserts must be shipped to The Daily Pennsylvanian's printing plant. Deadline for delivery is one week prior to publication. Contact the Advertising Office for scheduling and shipping instructions. Volume contract customers will be credited with 40 contract inches for each pre-printed insert.

### Guaranteed Position

Guaranteed position is available on a first-come, first-served basis for a premium of 10% of the ad's space cost, with a minimum cost of \$40. Not all position requests are possible due to layout and press configurations. Guaranteed position only applies to specific pages or sections, not to the position on a page.

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