

The Michigan Daily

FALL 2017/ WINTER 2018 ADVERTISING RATES

Circulation: 10,000 copies (170+ drop spots)

Display Advertising

Per Column Inch Net Rates

Open Rate \$16.00

Bulk Contract Rates

(Minimum required column inches Sept. 2017 - April 2018)

130" \$15.50

200" \$15.00

300" \$14.50

400" \$14.00

600+" \$13.00

Contracts are enforced to their minimum requirements. Failure to fulfill a bulk space contract will result in a short rate - to the highest level actually fulfilled or the open rate; whichever applies.

Color Rates

Spot Color \$140

Full Color \$7.00 per column inch
(\$125 minimum, \$510 maximum)

Sudoku Sponsorship

(2 columns - 3.5834" wide x 2" tall, black & white only)

One-time run \$100/ad

One day per week

Either Fall or Winter Term \$65/ad

Both Fall and Winter Term \$55/ad

Crossword Puzzle Sponsorship

(2 columns - 3.5834" wide x 2" tall, black & white only)

One-time run \$75/ad

Five Puzzle Pack \$300

Display Deadlines

Space reservation, copy and payment are due by 1:30 p.m., three business days prior to publication date.

Publication Day

Monday

Tuesday

Wednesday

Thursday

Friday

Reservation Deadline Day

Wednesday

Thursday

Friday

Monday

Tuesday

Early Deadlines occur periodically throughout each semester. Your advertising consultant will provide more details.

Cancellations: Advertiser may cancel ads until space reservation deadline without penalty. The Michigan Daily will assess full advertising charges if an ad is cancelled after the deadline.

Display Ad Proofs: In order to receive a proof prior to publication, ads must be placed by 1:30 p.m., five business days prior to publication. Limit of one proof per ad.

Mechanical Specifications

1 Column = 1.7279" wide

2 Columns = 3.5834" wide

3 Columns = 5.4376" wide

4 Columns = 7.2918" wide

5 Columns = 9.146" wide

6 Columns = 11" wide

One Column Inch = 1.7279" wide x 1" tall

A high resolution PDF is the required file format for all print ads • Print ads running in color must be designed using CMYK process color

Pre-Printed Inserts

Full Run Quantity = 10,000 Copies

Min. Size: 5" X 6" (Card Stock), Max. Size: 10.5" X 11.5"

Rates (Non-Commissionable/Net)

Please contact your Advertising Consultant for rates.

Once approved, ship inserts directly to printer:

Michigan Web Press
10441 Enterprise Drive
Davisburg, MI 48350

A sample of the insert and payment must be received by your Advertising Consultant for approval five business days prior to distribution. Failure to do so will result in rescheduling the insert. Inserts shipped before approval remains the advertiser's responsibility. Upon approval, inserts must arrive at the printer at least three business days prior to insertion date. Advertiser is responsible for shipping their inserts. If larger than 10.5" x 11.5", inserts must be folded to meet accepted size requirements.

We are also able to design, print and distribute inserts for you. Ask your Advertising Consultant for a custom quote.

Classified Advertising Options

Open Rate: \$4.15 per line for the first run day and \$2.50 per line for each additional consecutive day.

Frequency Contract Rates

(Semester Contract: Must be signed by
Sept. 29, 2017 and January 31, 2018)

Minimum Number of Lines Per Day

3 lines	\$1.70 per line
4-7 lines	\$1.65 per line
8+ lines	\$1.50 per line

Bulk Line Contract Rates

Minimum Number of Lines
(Sept. 2017- April 2018)

275 lines	\$1.70 per line
405 lines	\$1.65 per line
545 lines	\$1.60 per line
800+ lines	\$1.50 per line

Display Bulk Contract Rates

Rates are Per Column Inch
(Sept. 2017- April 2018)

40"	\$14.30
55"	\$13.50
70"	\$13.10
100+"	\$12.85

Classified Display Open Rate: \$16.00 per Column Inch

Contracts are enforced to their minimum requirements. Failure to fulfill a bulk contract will result in a short rate to the highest level actually fulfilled or the open rate; whichever applies.

Classified Deadlines - Regular deadlines listed below. Your advertising consultant will provide details on any early holiday deadlines.

Line Ads: 11:30 am, one business day prior to publication.

Camera Ready Display Ads: 11:30 am, two business days prior to publication.

Typeset Display Ads: 11:30 am, three business days prior to publication.

Display Ads Requiring a Proof: 11:30 am, five business days prior to publication. Limit of one proof per ad.

Online Advertising Options:

Ad Type	Size	CPM Impressions	Weekly Rate min. 38,500 impressions	Monthly Rate min. 135,000 impressions
Leaderboard	728 X 90 pixels	\$13.50	\$520	\$1,725
Upper Medium Rectangle	300 X 250 pixels	\$12.50	\$480	\$1,650
Lower Medium Rectangle	300 X 250 pixels	\$7.50	\$280	\$900
Half Page	300 X 600 pixels	\$9.50	\$360	\$1,200
Mobile Sticky	320 x 50 pixels	\$14.50	\$275 (min. 19,000 impressions)	\$880 (min. 65,000 impressions)

Ad Specifications: Ads will rotate through all index and story pages. All ad files must be received in GIF, JPG/JPEG or HTML format. Minimum purchase is 10,000 impressions.

Deadlines: Space reservation, file and payment are due by 1:30 pm, two business days prior to the ad going live. In order to receive a proof prior to publication, ads must be placed by 1:30 pm, five business days prior to the ad going live. Limit of one proof per ad.

 **Sponsored Tweets: 1 Tweet for \$75, 3 Tweets for \$150 | Tweets must be used by April 17, 2018**
Contact your Advertising Consultant for details