

The Michigan Daily

Spring/Summer 2017 Advertising Rates

Circulation: 5,000 copies delivered to more than 95 on- and off-campus locations

Display Advertising

Per Column Inch Net Rates

Open Rate \$7.50

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Color Rates

Spot Color \$140

Two Spot Colors \$280

Full Color \$6.50 per column inch

Bulk Contract Rates

(Minimum required column inches May 2017 – August 2017)

50 - 100" \$7.00

101 - 200" \$6.50

201+" \$6.00

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.

Sponsorship Positions

Sudoku Puzzle Sponsorship

(2 columns x 2 inches, black & white)

One-time run: \$50/ad

7 – 10 times (May – Aug): \$45/ad

11 - 14 times (May – Aug): \$40/ad

Crossword Puzzle Sponsorship

(2 columns x 2 inches, black & white)

One-time run \$40/ad

Five Puzzle Pack \$160

Display Deadlines

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

Publication Day

Thursday

Reservation Deadline Day

Monday**

Early Deadlines

**Due to the Memorial Day holiday, the deadline for Thursday, June 1st is Thursday, May 25th.

**Due to the Fourth of July holiday, the deadline for Thursday, July 6th is Thursday, June 29th.

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 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

The Spring/Summer edition of The Michigan Daily is a tabloid format. A full page is 5 columns wide x 10.5" tall

1 Column = 1.8 inches wide

3 Columns = 5.65 inches wide

5 Columns = 9.5 inches wide

2 Columns = 3.725 inches wide

4 Columns = 7.575 inches wide

One Column Inch = 1.8" wide x 1" tall

Minimum Accepted Ad Size = 2 columns x 5 inches

A high resolution PDF is the required file format for all print ads

Spring/Summer 2017 Advertising Rates

Pre-Printed Inserts

Full Run Quantity = 5,000 copies
Min. Size: 3.5" x 5.5", Max. Size: 10.5" x 11"

Upon approval only, ship inserts directly to printer:
Michigan Web Press
10441 Enterprise Drive
Davisburg, MI 48350

Rates (Non-commissionable/net)

Please contact your account executive for rates.

A sample of the insert and payment must be received by your account executive 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 and shipping their inserts. If larger than 10.5" x 11", inserts must be folded to meet accepted size requirements.

Classified Advertising Options

Line ads Open Rate: \$2.50 per line for the first run day and \$1.50 per line for each additional consecutive publication day.

Classified Display Open Rate: \$7.50 per column inch

Classified Display Bulk Contract Rates

(Minimum required column inches May 2017 – August 2017)

50 - 100" \$7.00
101 - 200" \$6.50
201+" \$6.00

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.

Classified Deadlines

Line ads: 11:30 a.m., one business day prior to publication.

Display ads: 1:30 p.m., three business days prior to publication.

Display ads requiring a proof: 11:30 a.m., five business days prior to publication. **Limit of one proof per ad.**

Online Advertising Options

Type	Size	CPM Impressions	Weekly Rate	Monthly Rate
Leaderboard	728 x 90 pixels	\$13.50	\$260 (Approx. 25,000 imp.)	\$960 (Approx. 100,000 imp.)
Upper Medium Rectangle	300 x 250 pixels	\$12.50	\$240 (Approx. 25,000 imp.)	\$920 (Approx. 100,000 imp.)
Lower Medium Rectangle	300 x 250 pixels	\$7.50	\$140 (Approx. 25,000 imp.)	\$540 (Approx. 100,000 imp.)
Half Page	300 x 600 pixels	\$9.50	\$180 (Approx. 25,000 imp.)	\$720 (Approx. 100,000 imp.)
Mobile Sticky Banner	320 x 50 pixels	\$14.50	\$140	\$530

Ad Specifications:

Ads will rotate through all index and story pages.

All ad files must be received in GIF, JPG/JPEG or HTML format, and RGB color.

Minimum purchase = 10,000 impressions

Artwork may be changed once every seven days with the purchase of a monthly online ad package

Deadlines:

Space reservation, file and payment are due by 1:30 p.m., 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 p.m., five business days prior to the ad going live.

Limit of one proof per ad.

Sponsored Tweets: \$75 each, or 3 Tweets for \$150 • Inventory limited to 2 tweets per day

Contact your AC for details

The Michigan Daily