

The Michigan Daily

LOCAL & NATIONAL ADVERTISING RATES



7,500
papers
Mon - Fri



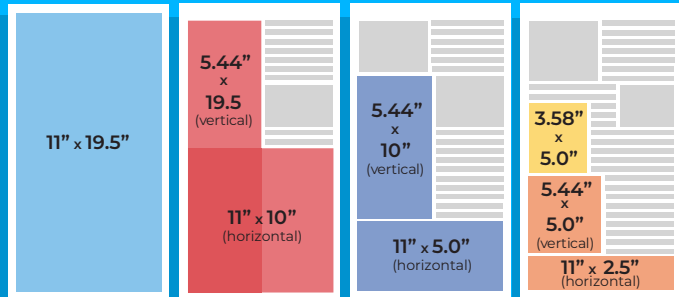
400,000
monthly
site views



51,000
Twitter
followers

Print Rates

Printed every weekday and dropped at 170+ locations in Washtenaw County

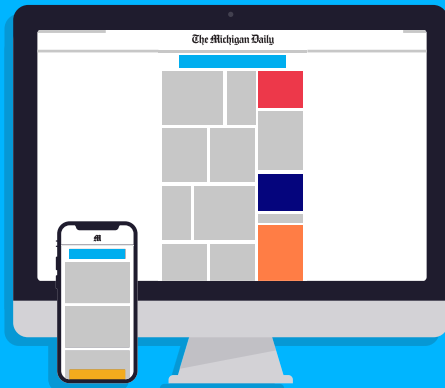


| | Full Page | 1/2 Page | 1/4 Page | 1/8 Page | Mini Page |
|-------|-----------|----------|----------|----------|-----------|
| B&W | \$1,872 | \$960 | \$480 | \$240 | \$160 |
| Color | \$2,382 | \$1,380 | \$690 | \$365 | \$285 |

Don't see your rate here? B&W (base rate) Color (\$125 min, \$510 max)
non-modular rates: **\$16** per column inch **+\$7** per column inch

Online Rates

Ads run on michigandaily.com via desktop and mobile devices



| Ad Type | Min. Rate | Weekly Rate | Monthly Rate | Size |
|--|--------------------|---|---|---|
| desktop & mobile | 10,000 impressions | min. 38,500 impressions | min. 135,000 impressions | .jpg or .png format, 72 dpi |
| Leaderboard | \$135 | \$520 | \$1,725 | 728 x 90 px (desktop) 320 x 50 px (mobile) |
| Upper Rectangle | \$125 | \$480 | \$1,650 | 300 x 250 px |
| Lower Rectangle | \$75 | \$280 | \$900 | 300 x 250 px |
| Tower | \$95 | \$360 | \$1,200 | 300 x 600 px |
| Mobile Sticky anchored on screen | n/a | \$275 min. 19,000 impressions | \$880 min. 65,000 impressions | 320 x 50 px |

Sponsored Tweets

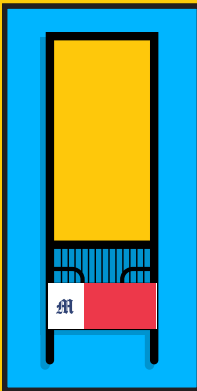
Promote your message on the @MichiganDaily Twitter account
\$75 per tweet or \$150 for 3 tweets

Classifieds

\$4.15 per line for the first run day
\$2.50 per line for each additional consecutive day
(Ask us about our bulk contract rates)

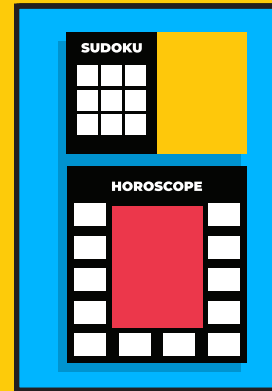
Policies

Ads must be booked **3 business days** before run date and cannot be canceled after this deadline



Sponsored News Racks

| Placement | Size | Winter | Summer |
|----------------------|------------------------|--------------------------|------------------------|
| 12 premium locations | client covers printing | per month Jan - April | per month May - Aug |
| Poster | 24" x 48" | \$2,500 | \$1,000 |
| Mini | 11" x 17" | \$1,000 | \$400 |



Sponsored Sections

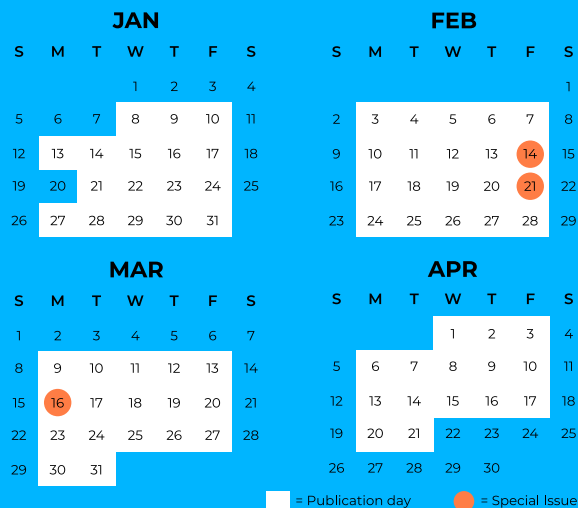
| Type | Price |
|---------------------|-----------------------|
| fun & games section | B&W only |
| Sudoku | \$100 per day |
| Horoscope | \$500 per week |

Inserts

Inserts should be mailed to Michigan Web Press, 10441 Enterprise Drive, Davisburg, MI 48350

| Size | 1 Card/ Sheet | 4 Page Tab | 6 Page Tab | 8 Page Tab or 4 page broadsheet | 10 Page Tab | 12 Page Tab or 6 page broadsheet | 14 Page Tab | 16 Page Tab or 8 page broadsheet |
|--------------------------|------------------|--------------|--------------|---------------------------------------|--------------|--|--------------|--|
| run quantity of 7,500 | min. 5" x 6" | | | | | | | |
| Price | \$300 | \$300 | \$350 | \$400 | \$450 | \$500 | \$550 | \$600 |
| per run | | | | | | | | |

Winter 2020 Print Calendar



Weekly Sections

SPORTSMONDAY

weekly sports section published on the first day of every academic week

the statement

an in-depth editorial published every Wednesday of the academic year

The b-side

an entertainment section published every other Thursday of the academic year

(Ask us about our special issues)

Discounts

Annual Contract Rates

≥ \$10,000 earns 10% credit
≥ \$20,000 earns 25% credit

Repeat Discount

Applies to the same print ad running consecutive times

- 25% off second
- 40% off third+

Distribution Map

bit.ly/tmdspots

