



**7,500**  
papers  
Mon - Fri



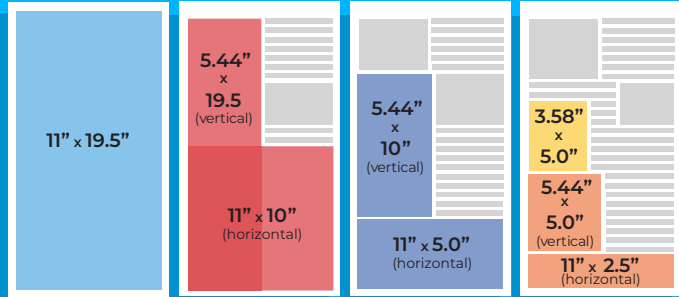
**400,000**  
monthly  
site views



**51,000**  
Twitter  
followers

### Print Rates

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

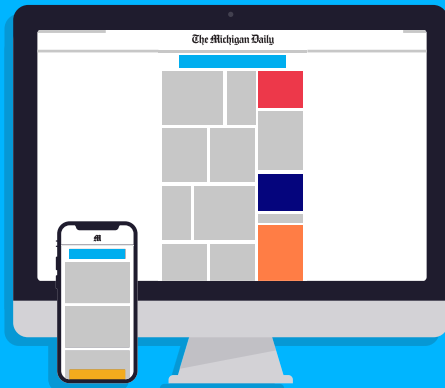


	Full Page	1/2 Page	1/4 Page	1/8 Page	Mini Page
B&W	\$1,755	\$900	\$450	\$225	\$150
Color	\$2,265	\$1,320	\$660	\$350	\$275

**Don't see your rate here?** B&W (base rate) Color (\$125 min, \$510 max)  
non-modular rates: **\$15** 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
<b>Leaderboard</b>	<b>\$135</b>	<b>\$480</b>	<b>\$1,550</b>	<b>728 x 90 px (desktop)</b> <b>320 x 50 px (mobile)</b>
<b>Upper Rectangle</b>	<b>\$125</b>	<b>\$450</b>	<b>\$1,450</b>	<b>300 x 250 px</b>
<b>Lower Rectangle</b>	<b>\$75</b>	<b>\$250</b>	<b>\$800</b>	<b>300 x 250 px</b>
<b>Tower</b>	<b>\$95</b>	<b>\$330</b>	<b>\$1,125</b>	<b>300 x 600 px</b>
<b>Mobile Sticky</b> anchored on screen	n/a	<b>\$255</b> min. 19,000 impressions	<b>\$740</b> min. 65,000 impressions	<b>320 x 50 px</b>

### Sponsored Tweets

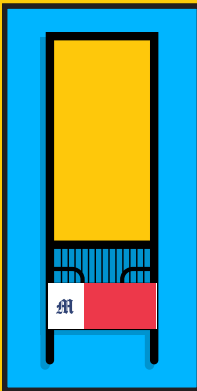
Promote your message on the @MichiganDaily Twitter account  
**\$75 per tweet or \$150 for 3 tweets**

### 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)

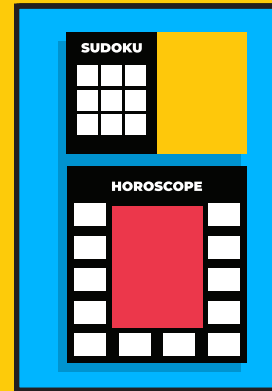
### Policies

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
<b>Poster</b>	<b>24" x 48"</b>	<b>\$2,500</b>	<b>\$1,000</b>
<b>Mini</b>	<b>11" x 17"</b>	<b>\$1,000</b>	<b>\$400</b>



## Sponsored Sections

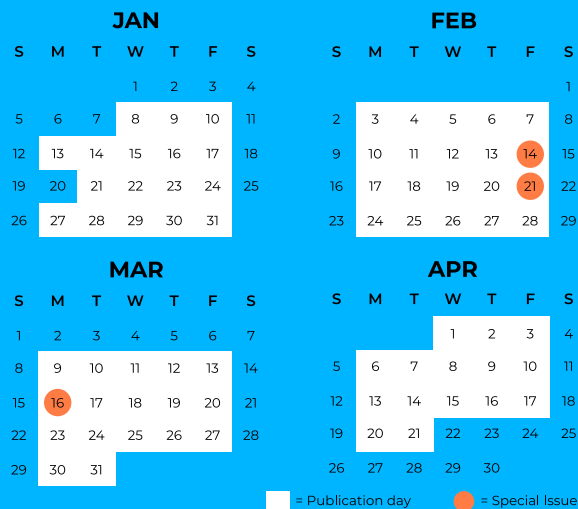
Type	Price
fun & games section	B&W only
<b>Sudoku</b>	<b>\$100 per day</b>
<b>Horoscope</b>	<b>\$500 per week</b>

## 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	10 Page Tab	12 Page Tab	14 Page Tab	16 Page Tab
run quantity of 7,500	min. 5" x 6"			or 4 page broadsheet		or 6 page broadsheet		or 8 page broadsheet
<b>Price</b>	<b>\$300</b>	<b>\$300</b>	<b>\$350</b>	<b>\$400</b>	<b>\$450</b>	<b>\$500</b>	<b>\$550</b>	<b>\$600</b>
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

