

ADVERTISING INFORMATION | 2014-2015

The Daily Northwestern is the primary news source of the NU community, preferred 3-to-1 (over all other sources combined). Evanston's ONLY DAILY newspaper is delivered to more than 70 locations around NU's Evanston and Chicago campuses and newsboxes in downtown Evanston, reaching more than 15,000 students, staff, faculty and residents each weekday during the academic year.

PRINT DISPLAY AD SIZES & RATES

FULL PAGE
\$528
10.333 x
15.875"

VOLUME DISCOUNTS & BONUS ADS
We offer year & quarter long packages to local and new advertisers. Plan for the school year: the more you run the more you save.
CALL TODAY!
847.491.7206

ADD COLOR
Make your ad stand out!
SPOT COLOR \$100
CMYK FULL COLOR \$300

HALF PAGE
\$264
10.333 x
7.8333"

QUARTER PAGE
\$132
5.0625 x
7.8333"

SIXTH PAGE
\$88
5.0625 x
5.125"

TWELFTH PAGE
\$44
5.0625 x 2.5"

Daily Contacts

PHONE: 847-491-7206
FAX: 847-491-9905
E-MAIL: spc-compshop@northwestern.edu

OFFICE HOURS:
Mon-Thurs, 9-5; Friday, 9-4

MAILING ADDRESS:
Students Publishing Company
1999 Campus Drive
Evanston, IL 60208

Daily Facts

- Since it was first published in 1881, The Daily Northwestern, has been the most effective means of reaching the Northwestern community. We complement NU's strong academic reputation and closely adhere to the university's goal of fostering excellence.
- One of the nation's most respected college newspapers, The Daily Northwestern has won dozens of regional and national awards, including the Pacemaker Award known as the "Pulitzer Prize of college journalism" from the Associated College Press.
- The Daily is published every Monday-Friday throughout the academic year (except during vacation periods and the two weeks preceding them).
- The Daily is published by Students Publishing Company, Inc. (SPC), a nonprofit corporation chartered in the State of Illinois to publish and distribute student publications. SPC is dedicated to providing a training environment for students interested in the publishing field. It is staffed by three full-time professionals and more than 200 students. It is overseen by a nine-member board comprised of NU students, staff, faculty and alumni.
- SPC is financially independent of Northwestern University and responsible for generating all income. For more information about SPC call 847-491-7206.

PUB. DATES ON NEXT PAGE

Send ads and space reservations to: spc-compshop@northwestern.edu

- Reserve your ad space at least 2 days before your ad is to run. Allow extra time if your ad needs to be designed.
- Include the size of your ad, the dates it should run and the ad itself. Include your daytime contact information.
- PDFs with 300 dpi images are preferred. Please embed all fonts and use CMYK for full color.

ADVERTISING INFORMATION | 2014-2015 | page two

The print edition publishes Monday-Friday during the academic year and Publication dates are highlighted below. Dailynorthwestern.com publishes online year-round.

PRINT PUBLICATION DATES

SEPTEMBER 2014							OCTOBER 2014						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
	1	2	3	4	5	6			1	2	3	4	
7	8	9	10	11	12	13	5	6	7	8	9	10	11
14	15	16	17	18	19	20	12	13	14	15	16	17	18
21	22	23	24	25	26	27	19	20	21	22	23	24	25
28	29	30					26	27	28	29	30	31	

NOVEMBER 2014							DECEMBER 2014						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
						1	30	1	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			

JANUARY 2015							FEBRUARY 2015						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
			1	2	3		1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31							

MARCH 2015							APRIL 2015						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
1	2	3	4	5	6	7			1	2	3	4	
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

MAY 2015							JUNE 2015						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
					1	2	31	1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28	29	30				

JULY 2015							AUGUST 2015						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
			1	2	3	4							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29

SPECIAL ISSUES & DATES

FALL QUARTER 2014	Pub Date
On Campus ORIENTATION Issue	Sept 19
WELCOME BACK / Fall	Sept 22
Football "Game Day" (vs Wisconsin)	Oct 3
HOMECOMING (vs Nebraska)	Oct 17
PARENT'S WEEKEND (vs Michigan)	Nov 7
Football "Game Day" (vs Notre Dame)	Nov 14
Football "Game Day" (vs Illinois)	Nov 25
Thanksgiving Break (Nov. 26-30)	
HOLIDAY SHOPPING GUIDE (Advertising Deadline Nov. 21)	Dec 3
ONLINE ONLY PUBLISHING Dec. 4–Jan. 5	

WINTER QUARTER 2015	Pub Date
BACK TO SCHOOL / Winter	Jan 6
Martin Luther King, Jr Day (Jan. 19, no issue)	
Valentine's Special	Feb 6
Spring Sports Preview	Feb 18
BEST OF EVANSTON	Feb 25
SPRING BREAK ISSUE ONLINE ONLY PUBLISHING Mar. 7–30	Mar 6

SPRING QUARTER 2015	Pub Date
BACK TO SCHOOL / Spring	Mar 31
MOTHER'S DAY SPECIAL	May 9
Memorial Day Holiday (May 25, no issue)	
SPRING FINALS ISSUE	May 29

SUMMER 2015	Pub Date
GRADUATION ISSUE (Advertising Deadline June 8)	June 15
ORIENTATION ISSUE 2014 (Advertising Deadline July 31)	Aug 12
ONLINE ONLY PUBLISHING May 30–August 31	

Unless otherwise noted, space & artwork deadlines for advertisements is 2 BUSINESS DAYS in advance.

Daily Policies

- The Advertiser and/or Advertising Agency agrees to defend and indemnify the Publisher against any and all liability, loss or expense arising from claims of libel, unfair competition, unfair trade practice, infringement of trademarks, trade names or patents, violations of rights of privacy and infringements of copyrights and proprietary rights resulting from the publication of the Advertiser's advertisements.
- The Daily Northwestern reserves the right to decline, discontinue or revise any advertisement and to set the words "Paid Advertisement" above any ad.
- The Daily Northwestern reserves the right to insert the name of an ad's sponsor in the advertisement.
- All employment advertising must identify the company in the ad.
- Samples of all mail order items must be available upon request of the Ad Office.
- Ads for political candidates or parties are not eligible for the campus rate and must bear the name and address of the sponsoring individual or organization. Such ads must be paid in advance.
- The liability of The Daily Northwestern for failure to publish an advertisement for any reason in the specified issue shall be limited to publishing the ad in a subsequent issue.
- The production department must be notified of an ad cancellation at least two business days before scheduled run date. If not notified in time, full cost of ad will be charged.
- All new accounts will be required to pay in advance until credit has been established.
- SPC reserves the right to require prepayment for advertising, or to reject advertising, if the advertiser is delinquent in payment, or if the advertiser's credit is impaired.
- SPC reserves the right to set credit limits on established accounts.
- Advertisers failing to meet their contract volume will be charged the difference between the contract rate and the open rate for all advertising for the duration of the contract.
- No credits will be issued for an ad after 30 days following publication.
- All ads smaller than full page are required to have borders.
- All advertising is placed run-of-paper. No position is guaranteed.
- Advertising produced by The Daily Northwestern shall be its property and shall not be reproduced or used without The Daily's consent.

CLASSIFIED ADVERTISING

The Daily offers two ways to submit a Classified Ad. Go to www.dailynorthwestern.com/classifieds. Click on the green button to create an account and manage the ad yourself. Or DOWNLOAD A FORM and FAX completed form to 847-491-9905. Rates depend on length and schedule. All Classified Ads must be paid in advance.

The Daily Northwestern

AN INDEPENDENT PUBLICATION SERVING
THE UNIVERSITY AND EVANSTON SINCE 1881
PUBLISHED BY STUDENTS PUBLISHING COMPANY

PREMIUM & ONLINE ADVERTISING INFORMATION | 2014-2015

For advertisers looking to enhance their marketing campaigns, we offer these special, attention getting advertising options. Also consider running online ads supporting your print campaign, for full coverage of our entire readership (incl. Alumni and Parents).

Derby days
NU finishes lakefill WiFi installation
News Notes Pre-printed Sticky Note
City expedites gun buyback

FRONT PAGE BANNER AD
10.333" x 2"

FRONT PAGE ADS

Print Banner Ad
Your FULL COLOR ad (10.333 x 2") can run on the bottom of the front page for only **\$400** per day!

News Notes
The Daily allows one pre-printed sticky note per cover of each issue. Cost is \$125 per thousand, 4,000 (min.): **\$500** | 5,000 (max.): **\$625**

INSERTS

Include your pre-printed insert in The Daily. Cost is **\$350** for 5000 (1-2 pages). Add \$10/thousand for more pages.

Please call **847-491-7206** to reserve **Front Page Ads, News Notes and Inserts**. News Notes and Inserts require extra production and delivery time. Email questions to: spc-compshop@northwestern.edu.

PUZZLE SPOT

Did you know the **CROSSWORD** and **SUDOKO** are one of the most popular sections of the Daily? Get guaranteed premium placement for your **DISPLAY AD** – in the classifieds between the popular **SUDOKO** puzzle and the **Crossword**. Your ad in this spot (approx. 2.5" x 3") can feature your logo or artwork. Run the whole week, Monday through Friday to target readers every day! 1 day: **\$30** or 5 days (Mon-Fri): **\$120 - 5th day is free!**

DAILY CLASSIFIEDS
Place a Classified Ad... Help Wanted... For Rent... Travel... Services... Miscellaneous

DAILY SUDOKO
Complete the grid so each row, column and 3x3 box contains every digit, 1 to 9, once and only once.

YOUR AD HERE!
Guaranteed Premium Placement!
Call your ad rep today at **847-491-7206**

ONLINE ADVERTISING AT DAILYNORTHWESTERN.COM

Dailynorthwestern.com is the primary online news source for the NU community, and, during the academic year, delivers an average of a quarter-million page views per month (10,000 per day M-F and 62,500 pageviews per week) and 110,000 visitors per month, 45% of which are from Evanston, Chicago and the surrounding suburbs. Advertising on **Dailynorthwestern.com** is a great way to reach a national NU audience and enhance your print advertising campaign to reach the maximum number of readers.

LEADERBOARD 728x90 pixels

MEDIUM RECTANGLE 300x250 pixels

MEDIUM RECTANGLE 300x250 pixels

Online Banner Ads
We offer 2 different banner ad sizes in 3 different positions that display on the homepage and run-of-site (see left).

MEDIUM RECTANGLE
300x250 pixels

LEADERBOARD
728x90 pixels

Rates
Local/Campus Standard Rotation
\$125 per week (62,500 impressions/pageviews for 20% ROS coverage over 7 days) or **\$10 CPM** (cost per 1000 impressions, min. 10,000)

National/Agency
Call for National CPM rates

Please call **847-491-7206** or email spc-compshop@northwestern.edu to reserve online ad space and check available inventory.