

The Daily Northwestern | Digital Advertising

Website Banner Ads

LEADERBOARD
728x90 pixels
Top of the page

MEDIUM RECTANGLE
300x250 pixels
Right column

350,000
pageviews/month
Average academic year monthly traffic

\$125/week
standard rotation rate
12,500 impressions (pageviews)
for 20% ROS coverage over 7 days.

\$10CPM impression rate
Local/campus per 1000 imp. rate, min.
10,000. Contact for national rates.



Dailynorthwestern.com is the primary online news source for the Northwestern University and Evanston community. During the academic year, the site delivers an average of a 350,000 page views per month (11,000 per day M-F and 87,500 pageviews per week) and 150,000 visitors per month, more than 50% of which are from Evanston, Chicago and the surrounding suburbs. Website ads are available in leaderboard and medium rectangle sizes and run in rotation with other advertisers throughout the site.

SOCIAL MEDIA ADS

Twitter Ads

440x220 pixel graphic
136 character message
1 #hashtag
1 link

21,000+
followers
\$30/tweet or
5 tweets for \$100
Available 7 days per week



The Daily (@thedailynu) posts frequently on Twitter to over 21,000 followers, 7 days a week. Posts throughout the day generate an average of 1,000,000 twitter impressions per month. Twitter ads are best utilized in combination with other digital ads or as part of a larger campaign. Copy will include "AD:" and conform to Daily NU social media standards and style.

Facebook Ads

1200x630 pixel graphic
or link to website post
136 character message
1 #hashtag
1 link

12,200+
followers
\$75/post
Available 7 days per week

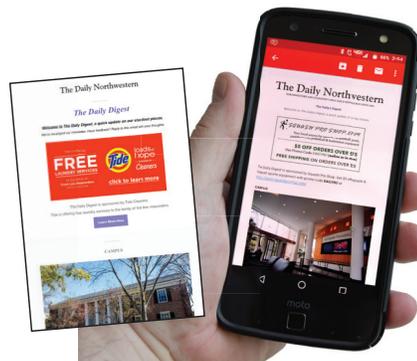


The Daily (@thedailynorthwestern) posts frequently on Facebook to over 12,200 followers, 7 days a week. Facebook ads are best utilized in combination with other digital ads or as part of a larger campaign. Copy will include "AD:" and conform to Daily NU social media standards and style.

Email Ads

440x220 pixel graphic
136 character message
1 button/link

4,100+
subscribers
\$75/email
Available Mondays, Wednesdays &
Fridays during the academic year.



The Daily sends out regular email newsletters, containing our top stories, to over 4,100 subscribers Mondays, Wednesdays & Fridays during the academic year. Email ads deliver high engagement from our dedicated readers. Please contact us for the schedule during finals, breaks and summer, as the schedule varies based on staffing and news volume.

Contact ads@dailynorthwestern.com with questions or to place an ad.