

2012-2013 PUBLICATION DATES

THE DAILY ORANGE

2012 - 2013 Media Kit
• or • Game Day Distribution

August 2012

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

23: New Student/Orientation

27: Welcome Back

30: Football Preview

September 2012

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

October 2012

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

5/19: Football Extra

November 2012

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

8: Basketball Preseason Guide

9: Football Extra

TBD: 5-7 Spring Basketball Extras

December 2012

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

6: Final Exam Issue

January 2013

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

February 2013

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

14: Lacrosse Preview

March 2013

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

April 2013

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

30: Final Exam Issue

May 2013

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

9: Graduation/Summer Guide



Advertising Special Sections: 2012-13 Dates TBD

The D.O. publishes weekly columns, extra editions, and special advertising supplements where your ad placement relates to editorial or "advertorial" content. This targeted readership will spend additional time exposed to your ad's message.

Many of these advertising sections have special reduced prices!

Yearly Special Sections:

- Freshman/New Student Issue (Aug.)
- Welcome Back Issue (Aug.)
- Student Housing (Sept.)
- Menu Pages (Sept.)
- Intern Fair (Sept.)
- Grad School Fair (Sept.)
- Fashion Spreads (Oct. and March)
- Transportation (March and Nov.)
- Finals Issue (Dec. and May)
- Shop Syracuse Week/Syracuse First (Nov.)

- Valentine's (Feb.)
- Career Fairs (ongoing)
- Storage, Shipping, Moving (Spring)
- Graduation Issue (May)
- Summer Guide (May-Aug.)

Ongoing Sponsor Pages:

Daily:

Weather, Crossword, Sudoku, Comics, Bottle Cap, Panthem
Cost: \$25 per day
Ad size: Varies, call for info.

Weekly Pages:

Lifestyle Pages:

- Rotating Mondays:** Clicker (TV)/ Joystick (Games)
- Tuesday:** Decibel (Music), Tattoo
- Wednesdays:** Spice Rack (Food)
- Thursday:** Splice (Movies)

News Pages

- Monday:** SUNY-Environmental Science and Forestry
- Tuesday:** Science & Tech
- Wednesday:** Syracuse City Life
- Thursday:** Other Campus News
- Cost: 7 Weeks \$400
- 14 Weeks \$700
- 28 Weeks \$1000
- Size: 10x1.75 inches