

## “The D.O.”: Voted Top College Paper in 2012 (by Society of Professional Journalists)

**MAILING:**  
Daily Orange Advertising  
744 Ostrom Ave.  
Syracuse, NY 13210

**WEB:**  
dailyorange.com/adrates

**FAX:**  
(315) 443-3689

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(315) 443-9794  
ads@dailyorange.com

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(315) 443-2314  
info@dailyorange.com

### 2012 - 2013 Rate Sheets

The D.O. provides customized advertising rate sheets for its different advertising outlets. Please ask your ad rep for those that interest you.

**i: General Info**

**ii: 2011 Reader Survey Results**

**1: Newspaper Print (“Display”) Ads**

**2: Classifieds: Print and Online**

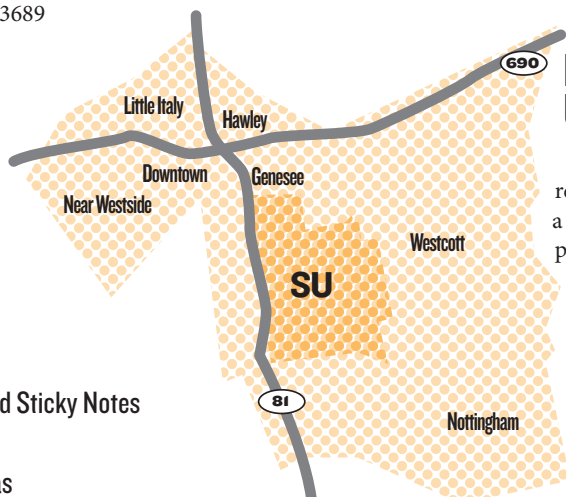
**3: Inserts, Distribution Rack Posters, and Sticky Notes**

**4: Online, Email, and Text Ads**

**5: Sports Publications: Guides and Extras**

**6: Publication Calendar and Special/Sponsored Sections**

*(Note: your packet may not contain all listed sections.)*



### Distribution: University and Surrounding Areas

Over 30,000 students, professionals, and local residents of the SU community read The D.O. on a weekly basis. A good number of them read the paper daily.

- You do the math!
- 7,000 copies printed
- 4 papers a week, usually Mon. to Thurs. (with some weekend Game Day Extras)
- 2 readers per copy on average
- 130 issues per year
- 22 pages average size
- 210+ distribution sites (in and around campus)

#### New Distribution for 2012:

1. Expanded bike delivery to over 1,000 students at home
2. 30 New outdoor distribution boxes

### What We’re All About

For 109 years, the Daily Orange newspaper has been a ritual of daily life on the Syracuse University (“SU”) campus. In 2012, The Society of Professional Journalists voted The D.O. the country’s best all-around newspaper.

For a detailed report on our readers and our paper see page ii.

#### Market: Discretionary \$\$ galore!

On average, the SU community, both students and employees, spend \$3,202,250 per week on consumer goods and services – a whopping \$125 per person. Daily Orange readers in the surrounding urban markets tend to be professionals, sports fans, and educated citizens.

#### Spending Habits: Mobile Consumers

The favored interests of a typical D.O. reader are fluid due to the constant turnover of new students and professionals on campus. Nearly all readers have good access to transportation, spending money in non-campus areas using cars, local buses, or taxis.



### SYRACUSE UNIVERSITY DEMOGRAPHICS

**27,333**

Newspaper Circulation to Full time Enrollment Ratio: 31%

Graduate: 5,902  
Undergraduate: 13,736  
Faculty & Staff: 5,173  
Part time: 2,522

Women: 57% ♀ Men: 43% ♂  
White (non-Hispanic): 56% ♂  
Other: 44% ♀

#### OTHER SU TIDBITS:

- Incoming freshman class averaged **3.6 GPA** in high school.
- \$84,000** average household income of students
- \$63,000** average SU employee salary
- 77th** largest college in the U.S.
- 84th** largest DMA (designated market area) in the U.S.

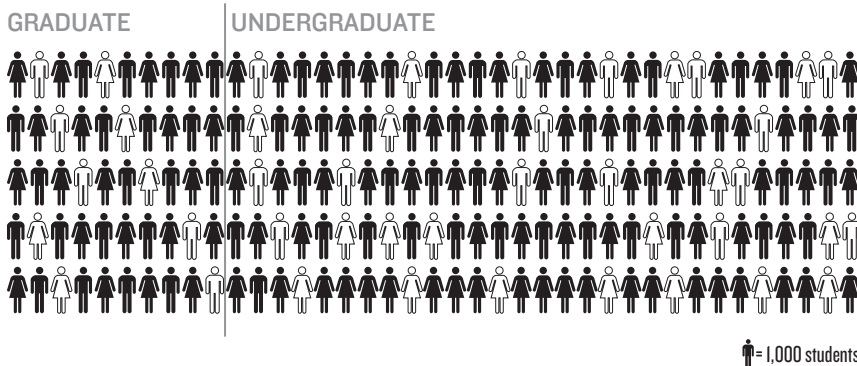
#### TOTAL COSTS FOR ATTENDING SCHOOL:

**\$53,790**

per year including tuition, housing, books, meals.



**FROM AROUND THE WORLD:** Students come from all **50** states and **124** countries. **53%** of students come from outside of New York state.



# READERSHIP SURVEY RESULTS

## Here's What Our Readers Have to Say:

The Daily Orange survey had approximately 600 respondents during a two week period in the Fall 2010 Semester. The survey consisted of 29 questions about respondents' usage and attitudes of The Daily Orange, and about their buying behaviors.

## Six Top Themes Suggested by Survey Data:

The NewHouse Agency, the official, student-run ad agency of Syracuse University, conducted and analyzed the responses. Six themes emerged that reflect the behaviors and attitudes of The Daily Orange's readers.

- #1** Local area readers **pick up the paper frequently**, but are not using the on-line version daily.
- #2** The majority of readers are **happy with the current availability** of the newspaper.
- #3** Readers are most interested in reading (or receiving) **news stories about events that are personally relevant** to them.

- #4** Readers **consume a voracious amount of media**, with newspapers trailing only TV and internet.
- #5** Readers are **mobile**, frequently visiting a variety of places in the CNY area.
- #6** **Eating (out and in)** is the **number one activity** and expense of college students.

## How Often Do They Read the D.O.?

Almost Every Day	<b>MTWTFMTWTFMTWTFMTWTFMTWTFMTWTF</b>	<b>35%</b>
A Few Times Per Week	<b>MTWTFMTWTFMTWTFMTWTFMTWTFMTWT</b>	<b>34%</b>
Once A Week	<b>MTWTFMTWTFMTWTF</b>	<b>15%</b>
Never	<b>MTWTFMTWTFMTWTF</b>	<b>15%</b>

### Readers live:

- 37% Off Campus Within Syracuse Area
- 29% Main Campus
- 24% South Campus
- 5% Fraternity/Sorority House
- 4% Outside Syracuse Area
- 2% Other

### Readers also read these newspapers:

- The New York Times 73%
- The Syracuse Post Standard 31%
- Other (Washington Post, WSJ, etc) 28%
- USA Today 21%
- The Syracuse New Times 6%

### Readers eat out:

- 9% 0 times/week
- 59% 1-2
- 22% 3-4
- 7% 5-6
- 2% 7-8
- 1% 8+

### Readers cook at home:

- 0 times/week 26%
- 1-2 14%
- 3-4 22%
- 5-6 16%
- 7-8 15%
- 8+ 7%

### Readers prefer to read these sections: \*

- 3.37 News \*Scale: 1 (never) to 4 (often)
- 2.87 Pulp (Feature/ Lifestyle)
- 2.59 Opinion
- 2.56 Sports
- 2.44 Comics
- 2.24 Puzzle

### Readers think the DO could:

- 27% Improve fact checking/editing
- 20% Improve relevance to students
- 18% Diversify content
- 8% Reduce bias
- 7% Improve graphic design/layout
- 6% Improve mobile/digital presence
- 6% Increase availability
- 2% More puzzles

### Readers get their info from select sources: \*

- Internet 3.82
- Friends 3.58
- Social Media 3.51
- Television 3.24
- Newspapers 3.05
- Radio 2.28

### Readers get off campus:

- \*Scale: 1 (never) to 4 (often)
- Almost Never 13%
- 1-2 times/week 37%
- 3-4 22%
- 5+ 28%

### Readers find the following useful:

- 74% Coupons/Discounts
- 56% The Daily Orange Classifieds
- 49% Advertisements for Local Businesses
- 24% Advertisements for Specific Products

## Demographics of Survey Respondents:

These numbers are not representative of the daily readership of The Daily Orange, but rather those who responded to the public survey.

- FRESHMAN: 7%
- SOPHOMORE: 30%
- JUNIOR: 24%
- SENIOR: 28%
- GRAD STUDENTS: 4%
- FACULTY/STAFF: 2%
- LOCALS: 1%

**FACT: 85% of people responded that they are satisfied with The D.O. distribution locations.**

**"I always read the print version since it's always available in every building I have class in, so there's never a need to visit the website."**

**- survey respondent**

### They Spend Over \$400 a Month on Consumer Items:

- \$62** RESTAURANTS
- \$28** ENTERTAINMENT
- \$44** BARS
- \$98** GROCERIES
- \$27** TOILETRY & BEAUTY
- \$26** HOME

**62%** of readers cook a meal at least a few times a week.

**81%** of readers eat out one to four times a week.

## Affordable and Effective: Catch Their Eye Every Time

>> A display ad usually features a call to action or special offer, some nice type, and a graphic or two. These ads garner attention, displayed prominently amid hard-hitting news, fascinating features, and sports stories.

### Invest Beyond the Rectangle.

An integral part of the campus community since 1903, The Daily Orange is simply the most **direct and effective** method of reaching out to the Syracuse University community. While there are decades of market research to prove it, the best evidence is a short walk around campus: you'll find a D.O. in nearly every student's hand or backpack, sitting on tables, and offered in distribution boxes in every building.

Advertisers have many options to fit regular advertising into their budgets, **from small ads that cost less than \$40 each time**, to large full page, 4-color ads that no reader will miss. By advertising with us, you are buying more than a rectangle on a page, your ad will generate results while you make a priceless investment in journalism education.

Competition for the student dollar in Syracuse is fierce, as many businesses depend on student, faculty, and SU visitor spending. If you look at our frequent local **advertisers, you'll recognize** the names of successful businesses, both long running operations and recent start-ups.

Research shows that advertising in The D.O. works. But before you jump in, you need a **successful marketing strategy**. Your D.O. sales rep is a current student, **and can work with you and our** ad designers to create eye-catching ads that highlight the products or services you offer to the SU community.

### Make your ad stand-out with color!

Using color will help draw the consumer to your ad, increasing the brand recognition of your product or service.

**National \$375**

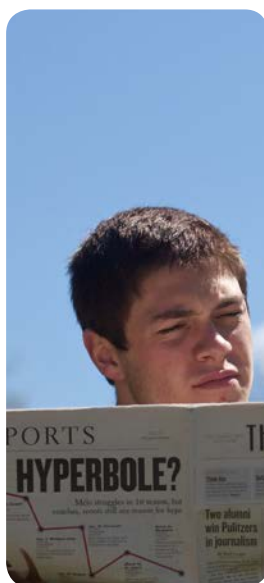
**Local & University \$150**

**Student Group \$100**

### Want to Receive Bulk Discounts?

Yearly bulk discounts apply to all advertising with The D.O., including print, web, and inserts. You have one year from the date you place your first ad to meet your commitment, though you will start receiving the discount with your very first ad.

SPEND	NATIONAL	LOCAL
\$500+		10%
\$1,000+	6%	15%
\$2,000+	8%	20%
\$3,500+	15%	



### RAISE RATES? NOT US!

The D.O. has not raised print advertising rates for local businesses for over **12** years! If you qualify for a bulk discount, our rates are as low today as they were in **1999!**

### COST PER THOUSAND

National Average **\$145**  
The D.O. **\$68-121**

The average CPM for college newspapers is \$145. We are half that. Out of thousands of college newspapers, only a handful provide a better value than The Daily Orange.



### DISPLAY AD RATES & DIMENSIONS (rate depends on your business category)

SIZE	NATIONAL BUSINESS	LOCAL BUSINESS & SYRACUSE U.	STUDENT GROUP	DIMENSIONS width x height
Full	\$852.80	\$560	\$480	10" x 13"
Half	\$426.40	\$280	\$240	vertical 5" x 13" horizontal 10" x 6.5"
Strip	\$213.20	\$150	\$120	10" x 3.25"
Quarter	\$213.20	\$150	\$120	vertical 2.5" x 13" horizontal 5" x 6.5"
Eighth	\$106.60	\$80	\$60	vertical 2.5" x 6.5" horizontal 5" x 3.25"
Sixteenth	\$53.30	\$40	\$30	2.5" x 3.25"
Center Spread (free full color)	\$1,790.88	\$1,000	\$900	21" x 13"
Custom Size	\$16.40	\$12.30	\$9.25	prices per column inch

the larger the ad, the better the value!

## Keeping it Classy(fied)

>>The D.O.'s classified's page has been Syracuse University's most popular marketplace for nearly 110 years. And with the daily Sudoku puzzle located on this page, even students who don't think they need anything on the classified page, can't keep themselves away.

### Contact Information:

315.443.9794 - Phone  
Classifieds@dailyorange.com



SU D.O. KU:  
Sudoku Sponsorship on  
Classifieds Page: **\$25/day**

5	3		7			
6		1	9	5		
	9	8				6
8			6			3
4		8	3			1
7			2			6
	6				2	8
		4	1	9		5
			8			7
						9

### CLASSIFIED SECTIONS:

- Apartments for Rent
- Sublets
- For Sale
- Help Wanted
- Lost and Found
- Miscellaneous
- Notices
- Personals and Shoutouts


### CLASSIFIED DISCOUNT RATES:

RUNS	STANDARD /ISSUE	BOXED /INCH
1-4	<b>\$4.45</b>	<b>\$7.00</b>
5-10	<b>\$4.20</b>	<b>\$6.80</b>
11-20	<b>\$3.90</b>	<b>\$6.55</b>
21-30	<b>\$3.55</b>	<b>\$6.25</b>
31-50	<b>\$3.10</b>	<b>\$5.90</b>
51+	<b>\$2.65</b>	<b>\$5.50</b>

### BASIC COST INFO

Classified ads cost **\$4.45** Get the word out for just a few bucks per day!  
per issue for up to 15 words.  
Each additional word is 10 cents.

### ADDITIONAL FEATURES

-  Image \$2/day
- CAPS** +5 cents per word
- Bold** +5 cents per word
- Boxed** \$7 / inch +\$1.50 for each additional 1/4"  
There is no per-word price. You can pack in as much as you want, as space allows.

### WEB CLASSIFIEDS? YUP!

This is the best way to reach students, faculty and staff outside of The D.O.'s distribution area. Go to [dailyorange.com/classifieds](http://dailyorange.com/classifieds) for more info.

**\$20 per ad for 15 days, unlimited words!**

### CLASSIFIED DISPLAY ADS

Dimensions are 2.375" wide by any height, up to 13", charged by the 1/2 inch.

### COST PER AD, PER COLUMN INCH:

- National advertisers: **\$16.40**
- Local: **\$12.30**
- Student groups: **\$9.25**

# Inserts, Posters, and Sticky Notes... Oh My!

>> There are a variety of alternative advertising options that The Daily Orange offers. Opportunities abound to reach the SU community in places they won't expect.

## Stand Alone with an Insert

If you have a flyer or stand alone advertisement that works for you, inserting them directly into an issue of The D.O. is an inexpensive way to "leaflet" the SU community.

## COST PER THOUSAND

**\$60**  
BUT! AS LOW AS  
**\$30**

Per thousand for our bulk customers or for multiple inserts.

Please ensure inserts arrive at our printer, ready to go, at least 4 business days in advance of the scheduled insert date.

Inserts that include extraneous material, such as CDs, DVDs, and perfume samples, will be charged an extra fee, determined by The Daily Orange business staff on a case-by-case basis.

## Display Rack Posters over 20 locations on campus

Get your message across to our readers even before they open our publication by advertising directly on The D.O.'s distribution stands. Poster printing and design available on request.

Poster Sizes: 17 by 21 or 18 by 36 inches

## COST:

- 1 month
- 5 Posters/Racks: \$700
- 10 Posters/Racks: \$1,200
- 2 months
- 5 Posters/Racks: \$1,200
- 10 Posters/Racks: \$2,000



## Sticky Notes:

### Bring Your Ad to the Front Page!

Front page sticky notes "pop" off the page adding impact to your advertising campaign. This is the fastest growing style of advertising – for good reason. This color sticker is placed on the upper right hand corner of the front page.

Cost: \$100 for 1,000 papers (4,000 min., does not include cost of sticker printing, approximately \$50 per 1,000). Due to the time-intensive nature of sticker application, we are only able to offer them on about half of our daily print run. However, we will work with you on concentrating the distribution to meet your needs.

Please note: The lead time for sticky note advertising is much longer than regular print advertising. You must provide the printed stickers, which can require processing.

Add a second day of 4,000 sticky notes for just \$300 (and save on sticky note printing!).



**\$450**  
FOR  
**4,000**  
PAPERS

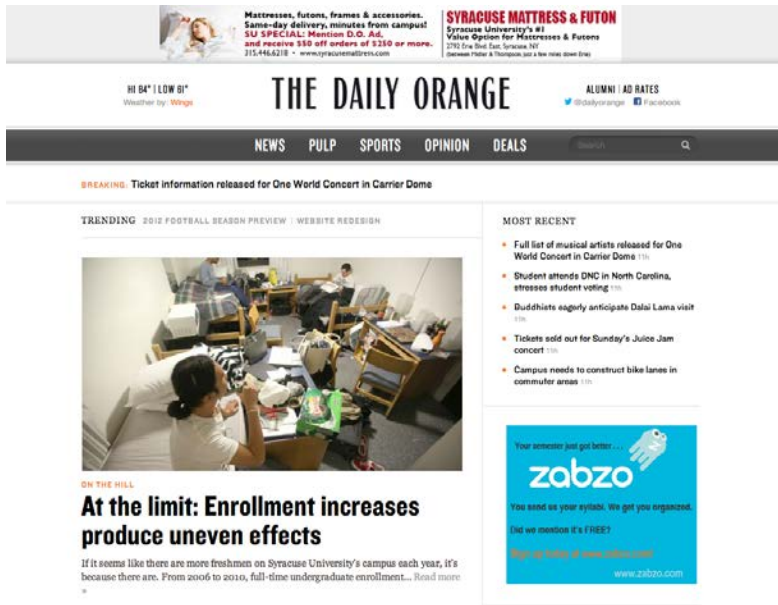


## INSERT & STICKY NOTE DELIVERY ADDRESS

Scotsman Press  
750 West Genesee St.  
Syracuse, NY 13204  
Clearly mark: "Daily Orange"  
Contact Person at Scotsman:  
Missy Sufliita (315) 472-7825

## Going Global in 2012

>> With the newly redesigned and fully mobile optimized [www.dailyorange.com](http://www.dailyorange.com)



The new [dailyorange.com](http://dailyorange.com) is viewable on every possible digital viewing device — from desktops to tablets. As a result, the first month after its launch in the fall of 2012, web traffic doubled to nearly 150,000 unique visitors a month.

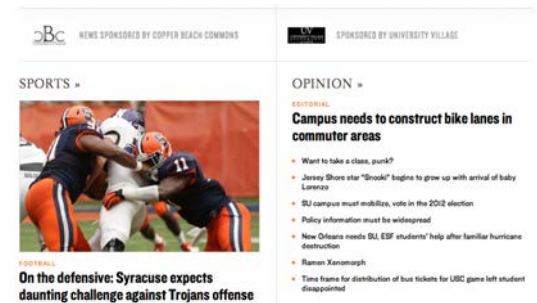
While students primarily read the printed edition, they do supplement their Daily Orange content consumption with online readership. If you want to meet the potential tourist to the SU area (parents, alumni, sports fans), then target them via [dailyorange.com](http://dailyorange.com).

### << Banner Ads: Web Page

Consider advertising your business on [dailyorange.com](http://dailyorange.com) with a banner or rectangular ad that rotates throughout the website. All ads link directly to your website with a click of the mouse. Recent advertisers include national online retailers, distant colleges, local thrift stores, and wireless phone companies.

### ✓ Sponsored Section Banner Ads

New to [dailyorange.com](http://dailyorange.com) this year is a 468 x 60 pixels sized banner ad that sponsors one of the paper's major sections. The sponsor also has a digital ad on the section front, and every article page in the section. Available sections: News, Sports, Opinion and Feature.



### Sports Score Text Alert Sponsorship

Attach a short tag line to our text alerts game scores that go to fans before, during and after the football and basketball season.

**Basketball Score Alerts:** \$500 a season  
Approximately 40 games and 120 texts.

**Football Score Alerts:** \$300 season  
Approximately 12 games and 36 texts.

### Online Classifieds

\$20 per ad for 15 days, unlimited words!  
See [www.dailyorange.com/classfields](http://www.dailyorange.com/classfields) for more info.  
Free for students and faculty.

### Banner Ads: Email Blast

For direct exposure to the 8,000 registered users who receive our daily email blast with headlines, place your banner or rectangle ad directly inside the email. From this email, the reader sees your ad each day and is just one click away from your website without even visiting [dailyorange.com](http://dailyorange.com).

### Weather Sponsor:

The current weather sponsor places their company name and a link to their website in the most visible spot on [dailyorange.com](http://dailyorange.com).

#### Banner Ad

1 Month: \$400  
3 Months: \$1,000  
6 Months: \$2000

\*CPM: \$15  
\*Cost per Thousand Impressions

#### Email Blast:

5 days: \$200  
15 days: \$500  
30 days: \$900

#### Ad Sponsored Section Banner:

\$75 per week, sponsor

#### Weather Sponsor:

\$100 per week

#### Ad Specifications

Sizes (in pixels): Banner 728 x 90,  
Rectangle 300 x 250  
Email: Banner 728 x 90  
Rectangle 160 x 300

File Size: 100K max  
File Type: JPEG, GIF, Flash  
Design Charge: \$25 per ad

#### Monthly Averages:

200,000 average page views  
123,000 sessions/visits  
92,000 unique visitors

#### Visitor Traffic Origination:

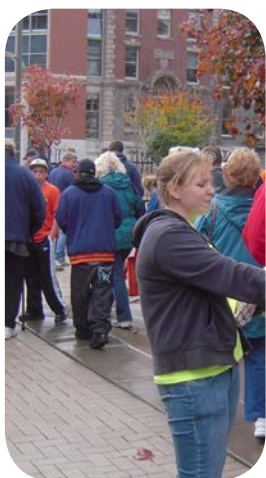
Search Engines: 37%  
Referring Sites: 32%  
Direct Traffic: 31%

# Going the Distance: The D.O. Street Team Delivers

>>If your target market includes out-of-town visitors, spectators, and die-hard SU sports fans (most SU students too!), then these Preseason Guides and Game Day Extras are just the advertising opportunity you're looking for.

## Game Day Extras >>

Our game day extras, called In the Paint (basketball) and In The Huddle (football), are produced on the weekends of home football and basketball games. These guides are distributed on campus and to an expanded business area on Friday, and directly to fans on game day by The D.O. Street Team.



## << Preseason Guides

Our football, basketball, and lacrosse pre-season guides are filled with forecasts, team breakdown, player bios, and more. They are published and distributed at the first home game each season. These papers have a long shelf life for the reader and the fan. They are kept for a whole season, or even a lifetime!

## Extra Printing:

We print an extra 1,000 guides for season long distribution at events.

## Distribution breakdown (8,000 total):

**Friday Morning:** 4,000 copies to normal drop spots (SU and surrounding business areas)

**Friday Afternoon:** 1,000 copies to 30 additional businesses, mostly hotels and bars

**Weekend Game Day:** 2,000 copies directly to spectators entering the Carrier Dome and at tailgates.

## DISTRIBUTION SCHEDULE

DATES	GUIDE	GAME
8/30, 9/1, 15	<b>Football Preseason Guide</b>	vs. Northwestern/Stony Brook
10/5	<b>Game Day Extra, Football</b>	vs. Pittsburgh
10/19	<b>Game Day Extra, Football</b>	vs. Connecticut
10/9, 10	<b>Game Day Extra, Football</b>	vs. Louisville
11/18	<b>Basketball Preseason Guide</b>	
2/8, 10	<b>Game Day Extra, Basketball</b>	vs. St. Johns
2/14, 17	<b>Lacrosse Preseason Guide</b>	vs. Albany
2/22, 23	<b>Game Day Extra, Basketball</b>	vs. Georgetown
3/1, 2	<b>Game Day Extra, Basketball</b>	vs. Louisville

## Roster/Depth Chart Sponsorship:

The Roster/Depth Chart is the page in our game day extras that's viewed most often and for the longest time. For \$300 per issue, your ad and company name will be incorporated into this full page spread.  
(Other bulk discounts apply)

## Discounts:

Full season run (5 to 7 issues):

**35% off**

Run same ad during the same week:

**50% off**

## Local Business Costs: (Bulk discounts apply)

**Sixteenth: \$40**

**Eighth: \$80**

**Quarter: \$150**

**Strip: \$150**

**Half: \$280**

**Full: \$560**

(Back page:  
first come first serve)

**Color: \$150 per ad**

# 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