

# 2013-2014 PUBLICATION DATES

# THE DAILY ORANGE

2013 - 2014 Media Kit

• or • Game Day Distribution

## August 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

22: New Student/Orientation

26: Welcome Back

29: Football Preview

## September 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					

20: Football Extra

## October 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		

4: Football Extra

## November 2013

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

1: Football Extra

TBD: Basketball Preseason Guide

TBD: 3-4 Basketball Extras

## December 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				

5: Final Exam Issue

## January 2014

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 2014

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	

TBD: Lacrosse Preview

## March 2014

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 2014

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			




29: Final Exam Issue

## May 2014

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

8: Graduation Guide

9: Summer Issue

-  Special Issue
-  Regular Issue
-  2 Issues!  
(1 regular/1 special)

## 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

**Wednesday:** 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

## Advertising Special Sections: 2013-14 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.)