# 2013-2014 PUBLICATION DATES



## 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 |

21: 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, Homecoming

## November 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 |

1: Football Extra, Family Weekend
7: Basketball Preseason Guide

## 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 | |

17, 31: Basketball Extra

## 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 | |

13: Lacrosse Preview
7, 14: Basketball Extra

## 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
TBD: Spring Football

## 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 Issue
15: Summer Guide
(distribution continues until 7/31)

*Special Issue*

*Regular Issue*

*2 Issues!*
*(1 regular/1 special)*

**Advertising Special Sections:**
*2013-14 Dates TBD*

The D.O. publishes scheduled content throughout the year. By placing your advertisement on specific page of content, you guarantee you are reaching your targeted audience and you are locking in the lowest available price on advertising. Please consult with our D.O. advertising representative to gauge availability.

**Yearly Special Sections:**
**Ad Info:** Any size
**Color:** Color or Grayscale
**Cost:** Regular Ad rates; other bulk and special discounts apply

**Freshman/New Student** (Aug.)
**Welcome Back** (Aug. and Jan.)
**Menu Pages** (Sept.)
**Fashion Guides** (Fall and Spring)
**Finals Issue** (Dec. and May)
**Valentine's Day** (Feb.)
**Storage, Shipping, Moving** (Spring)
**Graduation Issue** (May)
**Summer Guide** (May)

## Ongoing Sponsor Pages:

**Weekly Ad: Start Page**
**(page 2, inside front cover)**
**Ad Info:** Can be any size up to half page horizontal. Ad will sit below feature.
**Color:** Color or grayscale ads allowed
**Cost:** Regular ad rates other discounts apply (see rate card)

**Monday:** Mr./Ms. Monday (Student profile)
**Tuesday:** Tattoo Tuesday
**Wednesday:** Wardrobe Wednesday (Student fashion)
**Thursday:** Thirsty Thursday (Beer)

**Weekly Ad: Feature ("Pulp") and News Pages**
**Ad size:** 10" wide x 1.75" tall
**Color:** Grey Scale ads unless 14 week run or more, than, at no extra charge a color version will run when page is available in color. **Note:** 7 Week minimum
**Cost:** 28 Weeks: $1,000; 14 Weeks: $700; 7 Weeks: $400; no other discounts.

*Feature Pages:*
**Mondays:** From the Kitchen (Food)
**Tuesday:** From the Studio (Music)
**Wednesday:** From the Box Office (Movies)
**Thursday:** From the Calendar (Highlighting local events)

*News Pages:*
**Monday:** ESF
**Tuesday:** Student Association
**Wednesday:** Syracuse City
**Thursday:** Other Campus News (Beyond the Hill)

**Daily Ads: Comics, Puzzles, Weather**
**Ad Size:** 3.5" Wide x 2" tall, unless otherwise noted
**Color:** Gryscale ads unless 8 day run or more, than, at no extra charge a color version will run when page is available in color. **Note:** 4 Day minimum
**Cost:** 4 Days: $80; 8 Days: $140; 24 Days: $350

**Crossword** (near center spread)
**Soduko** (sports or classifieds page)
**Bottle Cap Puzzle** (pages vary)
**Weather** (page 2, inside front cover)