

MAILING:

Daily Orange
744 Ostrom Ave.
Syracuse, NY 13210

WEB:

dailyorange.com/adrates

ADVERTISING DEPT:

(315) 443-9794
ads@dailyorange.com

MAIN OFFICE:

(315) 443-2314
info@dailyorange.com

EDITORIAL OFFICE:

(315) 443-9798
editor@dailyorange.com

“The D.O.”: Voted 2nd Most Popular College Newspaper and Best College News Website in 2014*

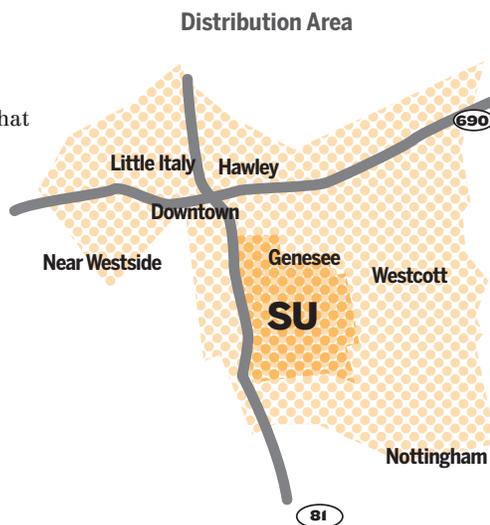
**Princeton Review and Editor & Publisher Magazine*

2015 - 2016 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.

pg 1 General Info
pg 2 Distribution & Publishing Schedule
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pg 4 Cusehousing.com & Print Classifieds
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pg 8 Sponsor Pages & Special Sections

Your packet may not contain all listed sections.



For 112 Years, What We're All About

For 112 years, the Daily Orange newspaper has been a ritual of daily life on and around the Syracuse University (“SU”) campus. The free paper is published four or five days a week during the school year, with 6,000 printed copies distributed each day to our 350 spots. The website and Twitter feeds are updated on an ongoing basis.

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 and spend money in non-campus areas using cars, local buses, or taxis.

Testimonials from Advertisers

After using our street team to hand out samples and running ads in the paper on game day editions, Kim wrote, “We have seen a bump in sales! Went from selling 25-39 cans a week to 64-71!!!” *KIMBERLY*

“I heard that due to our success with working with you guys, more of my counterparts are going to try getting inserts done at schools in their regions as well. Looks like we’ve started a trend!” *ANDREI*

“We like working with you more than we like working with other colleges, because you guys are efficient and the ads look good. I’m impressed.” *DONNA RAY*

Readership Survey Results:

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.

How Often Do They Read the D.O.?

Almost Every Day 35%
Few Times Per Week 34%
Once A Week 15%
Never 15%

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 readers pick up the **PAPER FREQUENTLY**, but are not using the online 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.

SYRACUSE UNIVERSITY DEMOGRAPHICS

26,579 PEOPLE

TOTAL COSTS FOR ATTENDING SCHOOL:
\$57,450 per year including tuition, housing, books, meals.

Graduate: 4,670 Undergraduate: 14,422 Faculty & Staff: 5,312 Part time: 2,175

Women: 55% Men: 45% White (non-Hispanic): 74% Other: 26%

FROM AROUND THE WORLD:

Students come from all 50 states and 124 countries. 53% of students come from outside of New York state.

OTHER SU TIDBITS:

Worldwide Alumni: 247,811

Incoming Freshmen: 3,487

Avg. High School GPA: 3.6

77th largest college in the U.S.

84th largest DMA (designated market area) in the U.S.

Photos by Jenny Hale



Introduction

The Daily Orange is a free, college student-produced newspaper in Syracuse, NY with a focus on Syracuse University news, sports, and entertainment though many local and national topics are also covered. The Daily Orange is distributed widely throughout the University area and well into the City of Syracuse, making the paper more than just your average college-based newspaper.

Distribution Details:

6,000 copies are distributed Monday to Thursday (with an occasional sports focused Friday edition, see page 7). 130 issues a year, published during the college academic school year. Delivery between 7:00 am and 10:30 am.

Sports Extras & Game Day Distribution

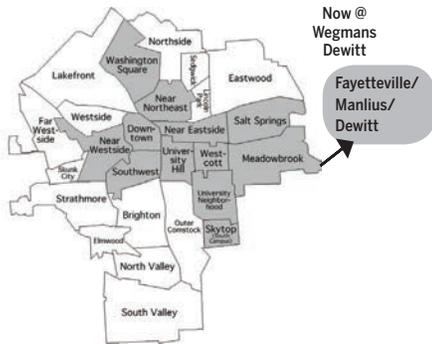
The D.O. produces a special "Game Day" Edition for about 10 home weekend football, basketball, and lacrosse games a year. These Sports Extras are first distributed the Friday before the game at the regular daily spots and an additional 40 sports bars and hotels. Then on game day, 2,000 copies are handed out by The D.O. Street Team to fans as they enter the Carrier Dome.

Delivery Food Inserts:

Wings Over Syracuse, a popular local restaurant, includes a copy of The D.O. in all delivery orders. During the week this is about 200 orders a night and over the course of the weekend, 1000 papers get inserted.

Distribution Area

For a detailed distribution map, see dailyorange.com/delivery. On the Syracuse University campus, you can find The Daily Orange in nearly every building (dorm, academic, administrative, or commercial), many buildings with multiple distribution spots. In addition to the extensive on-campus distribution, The Daily Orange is found in 12 city neighborhoods:



Distribution Methods:

- 2 Driving routes, covering SU Campus (Main and South), ESF, 12 business and residential areas in town.
- Walking direct to student porches, 175 houses (over 1,000 students)
- 1 bike routes; on-campus and Marshall St. area



Game Day Distribution



Regular Issue



Sports Extra



2 Issues! (1 regular/1 special)

August 2015

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					

26: New Student Orientation
31: Welcome Back

September 2015

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			

3: Football Preseason Guide
11, 18, 25: Football Extra

October 2015

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: Football Extra

November 2015

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					

TBD: Basketball Preseason Guide

December 2015

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					

10: Finals Week Issue

Spring TBD: Basketball Game Days, Lacrosse Preseason, Spring Football Game Issues

January 2016

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						

19: Spring Welcome Back

February 2016

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					

March 2016

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 2016

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

May 2016

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				

3: Finals Week Issue
12: Graduation Issue
19: Summer Guide

Affordable and Effective: Catch Their Eye Every Time

A newspaper 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.

An integral part of the campus community and a large part of the city of Syracuse 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 \$35 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 spending dollars in Syracuse is fierce, with many businesses depending 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.

Color Rates:

New lower rates!

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.

Bulk Discounts also apply!

National \$100

Local & University:

1/2 or Bigger: \$75

1/4 : \$50

1/8 or Smaller: \$25

Student Group \$25

Prices are Per Day

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

SIZE	NATIONAL BUSINESS	LOCAL BUSINESS & SYRACUSE U.	STUDENT GROUP	DIMENSIONS width x height
Full	\$636	\$530	\$480	10" x 13"
Half	\$318	\$265	\$240	vertical 5" x 13" horizontal 10" x 6.5"
Strip	\$162	\$135	\$120	10" x 3.25"
Quarter	\$162	\$135	\$120	vertical 2.5" x 13" horizontal 5" x 6.5"
Eighth	\$84	\$70	\$60	vertical 2.5" x 6.5" horizontal 5" x 3.25"
Sixteenth	\$42	\$35	\$30	2.5" x 3.25"
Center Spread <i>free full color</i>	\$1,152	\$960	\$900	21" x 13"
Custom Size	\$12.23	\$10.20	\$9.25	prices per column inch

The larger the ad, the better the value!



COST PER THOUSAND
National Average \$145

The D.O. \$80-106

The average CPM for college newspapers is \$145. We are half that.



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+	NA	10%
\$1,000+	6%	15%
\$2,000+	8%	20%
\$3,500+	15%	NA

Ad Specs:

At Least 300 DPI All ads must have a border
Send as PDF Color Profile: CMYK
Use 100% Black for text

Going Global & Mobile: Online and E-Mail

With the newly redesigned and fully mobile optimized www.dailyorange.com

The new dailyorange.com is viewable on every possible digital viewing device — from desktops to tablets. As a result, the first month after its launch, web traffic doubled to nearly 280,000 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 hit the potential tourist to the SU area (parents, alumni, sports fans), then target them via dailyorange.com.

All web ads also appear on mobile devices and tablets.

Web Page Banner Ads

Consider advertising your business on 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.

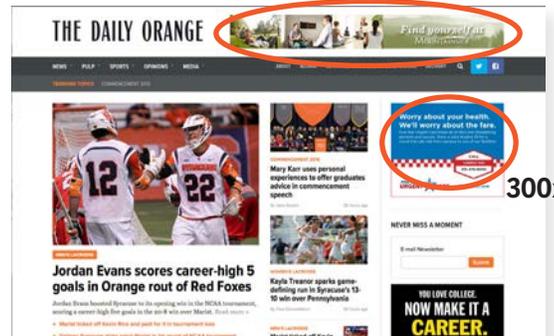
Sponsored Section Banner Ads

New to dailyorange.com this year is a 300 x 100 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.

Email Blast Banner Ads

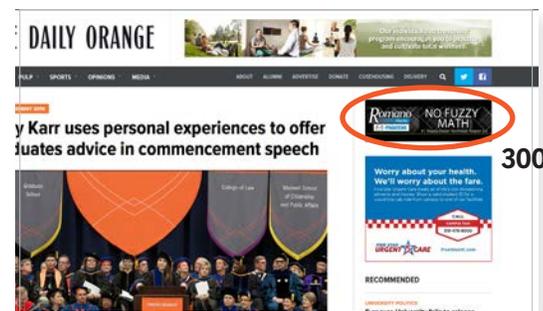
For direct exposure to the 7,000 registered users who receive our daily email blast with headlines, place your banner ad directly inside the email. From this email, the reader sees your ad each day and is just one click away from your website without even visiting dailyorange.com.

Web Banner
728x90



300x250

Sponsored Section



300x100

Banner Ad

1 Month: \$500
3 Months: \$1,200
6 Months: 2,000
For monthly bookings, guaranteed
35,000 impressions
*CPM: \$15
*Cost per Thousand Impressions

Email Blast

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

Ad Sponsored Section Banner

\$50 per week, sponsor

Ad Specifications (sizes in pixels)

Web Page: Banner 728 x 90
Rectangle 300 x 250
Sponsor Section 300 x 100

Email: Banner 728 x 90
Rectangle 160 x 300

File Size: 100K max
File Type: JPEG, GIF, Flash, video
Provide click through address
All ads need borders

Monthly Averages:

280,000 average page views
144,500 sessions/visits
86,300 unique visitors
1,000,000 Ad Impressions
Visitor Traffic Origination:
Organic/Searches: 29%
Direct: 21%
Facebook: 15%
D.O. E-Mail Blast: 11%



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.



Preprinted Inserts

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.

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.

COST PER THOUSAND

\$75

6,000 Max Per Day / 3,000 Min Per Day

Bulk Discounts Apply

See page 3

Front Page Sticky Notes

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.

If you have us print the stickers the minimum requirement is 10,000 stickers. You can divide these over as many days as you want, with a daily minimum of 2,000 and a maximum of 5,000.

Printing costs: \$300 for 10,000.
Application charge: \$100 per 1,000
Sticker Size: 3 x 3 (custom sizes and shapes available)
Deadline: 2 weeks prior to application.

Insert & Sticky Note Delivery Address

Adnet Printing/Messenger Post Media
 2495 Brickyard Road
 Canandaigua, NY 14424
 Clearly mark: "Daily Orange"
 or drop off at Daily Orange

Front Page Sticky Notes

\$100 PER 1,000

2,000 MINIMUM PER DAY.



Distribution 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 x 21 or 18 x 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

Keeping it Classy(fied)

The D.O.'s classified's page has been Syracuse University's most popular marketplace for 111 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 / ads@dailyorange.com



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.

CLASSIFIED DISCOUNT RATES

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

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 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: \$10.20
Student groups: \$9.25

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.

CLASSIFIED SECTIONS:

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

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 will help bring them to you.



Sports Extra and Game Day Distribution

The Daily Orange produces 6,000 special “Game Day” Editions for about 10 home weekend football, basketball, and lacrosse games a year. These Sports Extras are first distributed the Friday before the game at the normal daily spots and an additional 40 sports bars and hotels. Then on game day, 2,000 copies are handed out by The D.O. Street Team to fans as they enter the Carrier Dome.

Preseason Guides (extra 1,000 copies printed)

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!

Street Team on Campus

During the year, the Street Team hand distributes papers at major events including Orientation, Homecoming, Juice Jam, Parents’ Weekend, and also rotating Monday and Tuesdays at major lecture halls.

SPORTS EXTRAS

Distribution Breakdown (6,000 total):

Friday Morning: 3,000 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
9/3, 9/4	Football Preseason Guide	vs. Rhode Island
9/11, 9/12	Game Day Extra, Football	vs. Wake Forest
9/18, 9/19	Game Day Extra, Football	vs. Central Michigan
9/25, 9/26	Game Day Extra, Football	vs. LSU
10/23, 10/24	Game Day Extra, Football	vs. Pittsburgh
TBD	Basketball Preseason Guide	TBD
TBD	Game Day Extra, Basketball	TBD
TBD	Game Day Extra, Basketball	TBD
TBD	Game Day Extra, Basketball	TBD
TBD	Lacrosse Preseason Guide	TBD
TBD	Spring Football Game	

Discounts:

Full season run (5 to 7 issues):

35% off

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)

Local Business Costs:

Bulk discounts apply

Sixteenth: \$35

Eighth: \$70

Quarter: \$135

Strip: \$135

Half: \$265

Full: \$530

Back page, Inside cover: first come, first served.

Color: \$75 per ad

