



THE STANFORD DAILY

MEDIA KIT 2016-17

Who We Are

The Stanford Daily is the independent, student-run newspaper of Stanford University. Originally a small pamphlet known to locals as The Daily Palo Alto, The Daily has been a campus fixture since the University was founded in 1892. A non-profit organization since 1973, The Daily continues to serve the Stanford community with unbiased student journalism and provide educational opportunities for its journalism and business staffs.

Who We Serve

18,000+
students
12,000+
faculty and staff
210,000+
alumni worldwide
64,000+
local residents

Print

138 issues free daily
(Monday through Friday)
8,000 circulation
5,000 distributed on-
campus
3,000 distributed off-
campus
Central drop-off locations in
Palo Alto, Menlo Park,
Mountain View, Atherton,
Portola Valley, and the
greater Stanford area.

Web

400,000 +
monthly page views
200,000 +
monthly unique visitors
*Averages from September
2015-June 2016

Social Media

@Stanford_Daily,
@StanfordSports
7,390
Facebook likes
9,812
Twitter followers

THE STANFORD DAILY PUBLISHING CORPORATION

456 Panama Mall | Stanford, CA | 94305 | 650.721.5803 | advertising@stanforddaily.com



PRINT RATES

	ASSU	University	Local	Non-Local	National
Column-inch Rate	\$6	\$13	\$14	\$16	\$19
Full	\$756	\$1,638	\$1,764	\$2,016	\$2,394
Half	\$378	\$819	\$882	\$1,008	\$1,197
Quarter	\$189	\$409.50	\$441	\$504	\$598.50
Eighth	\$90	\$195	\$210	\$240	\$285
Sixteenth	\$45	\$97.50	\$105	\$120	\$142.50

COLOR ADVERTISEMENT

Sixteenth	Eighth	Quarter	Half	Full
\$100.00	\$200.00	\$300.00	\$450.00	\$500.00

Custom sizes also available!

Just pick the column width and the inches tall

1 column1.55"	2 col.3.24"
3 col.....4.93"	4 col.6.62"
5 col.....8.31"	6 col.10"

Non-Profit Discount

25% off applicable column-inch rate
Not applicable to Stanford accounts.

Premium Placement

Pay a 10% premium to place ad on Page 2, 3 or Back Cover (color required on Page 3 and Back Cover).
May not be guaranteed if the page count changes the day of requested placement.

Classified Ads

50 cents per word (15-word minimum). Deadline is noon, one day prior to publication.
Online classifieds are available at stanforddaily.com/classifieds for \$25 for 15 days or free with an @stanford.edu email address.

Special Packages

Ask us about our Special Issue bundle, Football Companion Issue bundle and other ad bundles and packages!

Pre-Print Options

Inserts
\$800 1-4 pages
Please contact us for larger insert pricing.

Front-page Stickers
\$600

Ship Inserts and Stickers to:
Fricke Parks Press
33250 Transit Avenue
Union City, CA 94587

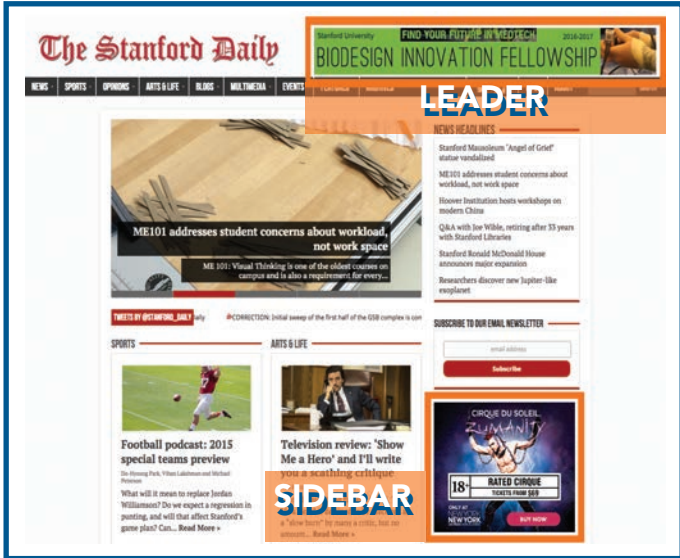
Full press run of 8,000 copies required. Materials must be received one week prior to publication.



THE STANFORD DAILY PUBLISHING CORPORATION

DIGITAL RATES

BROADSHEET SIZES



We're digital-first at The Stanford Daily, so pair your ad with breaking news headlines, multimedia galleries, and online-only content at www.stanforddaily.com.

Banner Ads

\$15 CPM

All ads sold run off site. Minimum 10,000 impression buy required.

Leader: 728 x 90 pixels (web)

320 x 50 pixels (mobile)

Sidebar: 300 x 250 pixels

Email Headlines Digest

Every morning, we email our daily headlines out to our growing list of digital subscribers. Put your ad at the top of their inboxes!

\$450 per week

Sports Email Digest

Reach the passionate Stanford sports fan base through our new sports email digest! The digest features top-quality Stanford sports coverage, upcoming events and more every Monday, Wednesday and Friday.

\$150 per week



PUBLICATION CALENDAR

2016-17

Special Issues

- Sept 22 Orientation
- Sept 26 Back to School
- Oct 21 Reunion Homecoming
- Nov 18 Big Game
- Dec 7 End of Fall
- Jan 9 Winter back to school
- Feb 24 Parent's Weekend
- Mar 15 End of Winter
- April 28 Admit Weekend
- June 7 End of Spring
- June 16 Commencement

Stanford Football Game-Day Companion Issues

- Sept 30 at Washington
- Oct 8 WASHINGTON STATE
- Oct 15 at Notre Dame
- Oct 22 COLORADO
- Oct 29 at Arizona
- Nov 5 OREGON STATE
- Nov 12 at Oregon
- Nov 19 at CAL

Regular Issues

SEPTEMBER 2016

S	M	T	W	TH	F	S
				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

S	M	T	W	TH	F	S
						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					

NOVEMBER

S	M	T	W	TH	F	S
						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					

DECEMBER

S	M	T	W	TH	F	S
				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

JANUARY 2017

S	M	T	W	TH	F	S
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

S	M	T	W	TH	F	S
			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				

MARCH

S	M	T	W	TH	F	S
				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

S	M	T	W	TH	F	S
						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

S	M	T	W	TH	F	S
				1	2	3
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE

S	M	T	W	TH	F	S
				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	



THE STANFORD DAILY PUBLISHING CORPORATION

POLICIES

Print Artwork Submission

All art must be sent via email to: advertising@stanforddaily.com.

The Daily accepts PDF and TIFF files.

PDF files must be high-resolution, press-ready files with the following specs:

- Acrobat 4.0 compatibility
- All fonts embedded
- All colors converted to CMYK.
- CMYK or Grayscale image resolution set to 300ppi @ 100%
- Bitmap images image resolution set to 600ppi @ 100%

TIFF or EPS TIFF files must meet the following requirements:

- CMYK or Grayscale image resolution set to 300ppi @ 100%
- Bitmap images image resolution set to 600ppi @ 100%
- Extra channels beyond CMYK must be deleted
- TIFF files should be saved with LZW compression turned on

Illustrator, InDesign, Canvas, or Corel files must be exported as TIFF files and should meet all of the image and resolution standards mentioned above. The Stanford Daily does not accept PDFs with RGB or Indexed color images, page layout files, JPEG, PNG or GIF files for submission.

Web Artwork Submission

All art must be sent via email to: advertising@stanforddaily.com.

The Daily accepts JPEG files.

The Fine Print

(1) Advertising Placement

The Stanford Daily Publishing Corporation ("The Daily") will guarantee placement of advertising for advertisements placed on page 2, page 3 and the back page of the Stanford Daily provided that placement will be guaranteed to Advertiser on a first come first serve basis only on these pages for a surcharge equal to 15% of the total cost of the advertisement placed. The Daily will honor all other page/section requests to the extent possible on a first come first serve basis. The Daily will not guarantee placement for advertisements except as stated above and/or under the discretion of the Advertising Manager.

(2) Deadlines

The deadline to reserve advertising space, including artwork submission, is 5 p.m. on the third business day prior to the date of publication. Special issues may be subject to earlier deadlines. The Daily may, in its sole discretion and subject to space availability, accept late advertisements each of which will be subject to an overtime charge equal to \$25. If Advertiser's submitted art-

work does not meet The Daily's agreed-upon specifications, the Daily will contact Advertiser to resubmit the artwork. If no response or new artwork from the Advertiser is received prior to deadline, the regular design fee of \$50 per ad will be automatically incurred by Advertiser.

(3) Cancellation of Advertisement

Cancellation of advertising after the space reservation deadlines, as defined in paragraph (2) above, will result in a charge equal to the cost of the cancelled advertisement.

(4) Limitation of Liability

The Daily shall not be liable to Advertiser for any error except to the extent that the error (a) materially interferes with the purpose of Advertiser in placing the advertisement, and (b) is brought to the attention of the account executive within five (5) business days of the advertisement's publication. A recurring error shall not be regarded as material where Advertiser fails to object following the first instance of the error. The Daily's liability, if any, is limited to the purchase price of the first incorrect advertisement only. The Daily is not responsible for incorrect copy submitted by Advertiser.

(5) Content

Do not submit any advertisement whose contents may tend to incite violence, may be obscene or libelous, or may cast aspersions on individuals or groups on the basis of race, sex, sexual preference, national origin, age, physical disability, or other invidious grounds. The Daily reserves the right to reject any advertisement at its sole discretion for any reason or no reason. Any advertisement having the appearance of editorial material may be identified as "Paid Advertising" at The Daily's sole discretion.

(6) Digital Fulfillment

The Daily will make every effort to fulfill purchased impressions and will extend a campaign until fulfillment. However, in the case of an unfulfilled campaign with a time-sensitive end date where extension is not preferable, we may offer a make-good only at the discretion of the Advertising Manager.

(7) Defense and Indemnification

The tender of advertising shall constitute an undertaking by Advertiser to defend and indemnify The Daily and its officers, directors, agents, and employees against any and all liability, loss or expense, including attorney's fees and court costs, arising from any and all claims for libel, copyright infringement, or any other claim resulting from publication of Advertiser's advertisement for The Daily.

(8) Credit Accounts

Advertisers may establish a credit account with The Daily by submitting a credit application. Credit is granted at the sole discretion of The Daily. Advertisers may also be required to prepay

for three advertisements prior to the establishment of credit. One tear sheet will be provided as proof of publication with the invoice unless otherwise specified. A finance charge of 1.5% per month (18% annum) may be applied to balances due over 30 days. Accounts over 90 days may have credit rescinded and may be referred to a collection agency. Advertisers will be charged a \$20 fee for each and every check returned for insufficient funds. In the event that an error or omission occurs as outlined in "Limitation of Liability," discounts and adjustments to bills will be based on the percentage the error detracts from the effectiveness of the total advertising message, as determined by the Advertising Manager.

(9) New Advertisers

Prior to the approval of a credit application from an Advertiser, advance payment is required for all advertising purchases. The daily accepts Visa, MasterCard, American Express and checks as forms of advance payment. Advertisers will be charged a \$20 fee for each check returned for insufficient funds. In the event that an error or omission occurs as outlined in "Limitation of Liability", discounts and adjustments to bills will be based on the percentage the error detracts from the effectiveness of the total advertising message, as determined by the Advertising Manager.

(10) Non-Compliance Enforcement

If Advertiser places fewer than the minimum amount of advertisements and/or column-inches contracted by June 30 of the indicated year, Advertiser will be notified and billed for the remaining ads at the full contract rate. Reasonable attorney's fees and court costs shall be awarded to the prevailing party in any legal dispute arising out of or relating to the terms and conditions of this contract. Any legal dispute shall be brought only in the Superior Court for the county of Santa Clara, California. This contract is governed by California law (other than its choice of law principles).

(11) Severability; No Waiver

If any provision of this contract is held invalid or unenforceable, such holding shall not affect the remainder of this contract. The failure of either party to enforce at any time any provision or term of this contract, or in any right in respect thereof, shall not be a waiver of such provision, term or right or in any way affect the validity of this contract.

(12) Sole and Exclusive Contract

This is the sole and exclusive contract between Advertiser and The Daily establishing bulk advertising rates and terms for bulk advertising in the Stanford Daily newspaper during the term of the contract. This contract cannot be modified except by written and endorsed amendment thereto. Paragraphs 3, 5, 8, 9, 10 and 11 shall survive the termination or cancellation of this contract.