

The Daily Princetonian

Media Kit



The Daily Princetonian at a glance

The Daily Princetonian is the daily newspaper of Princeton University and the town of Princeton. We are student-run, not-for-profit and financially independent from the University.

A consistently trusted news outlet for students, community members, and beyond.

Exposure to **8000+** students, faculty, and Princeton town locals via print.

30,000 online impressions per day and **30,000** unique visitors per week on dailyprincetonian.com.

A whopping **87%** of readers consistently read The Daily Princetonian over the course of the semester.

A number of annual special issues that attract wider audiences across the country.

Print Pricing

Campus Rate
\$5.50/column inch
Princeton University academic departments/
student organizations based on campus

Local Rate
\$6.00/column inch
Organization with primary location based
in Princeton, NJ not purchasing through an
agency

National/Agency Rate
\$17.00/column inch
Organizations with primary location based
outside of Princeton, NJ; and all ads purchased
through an agency

Recruitment Rate
\$18.00/column inch
Non-University affiliated advertisements
intended for recruiting students for programs
(academic, career, or otherwise)

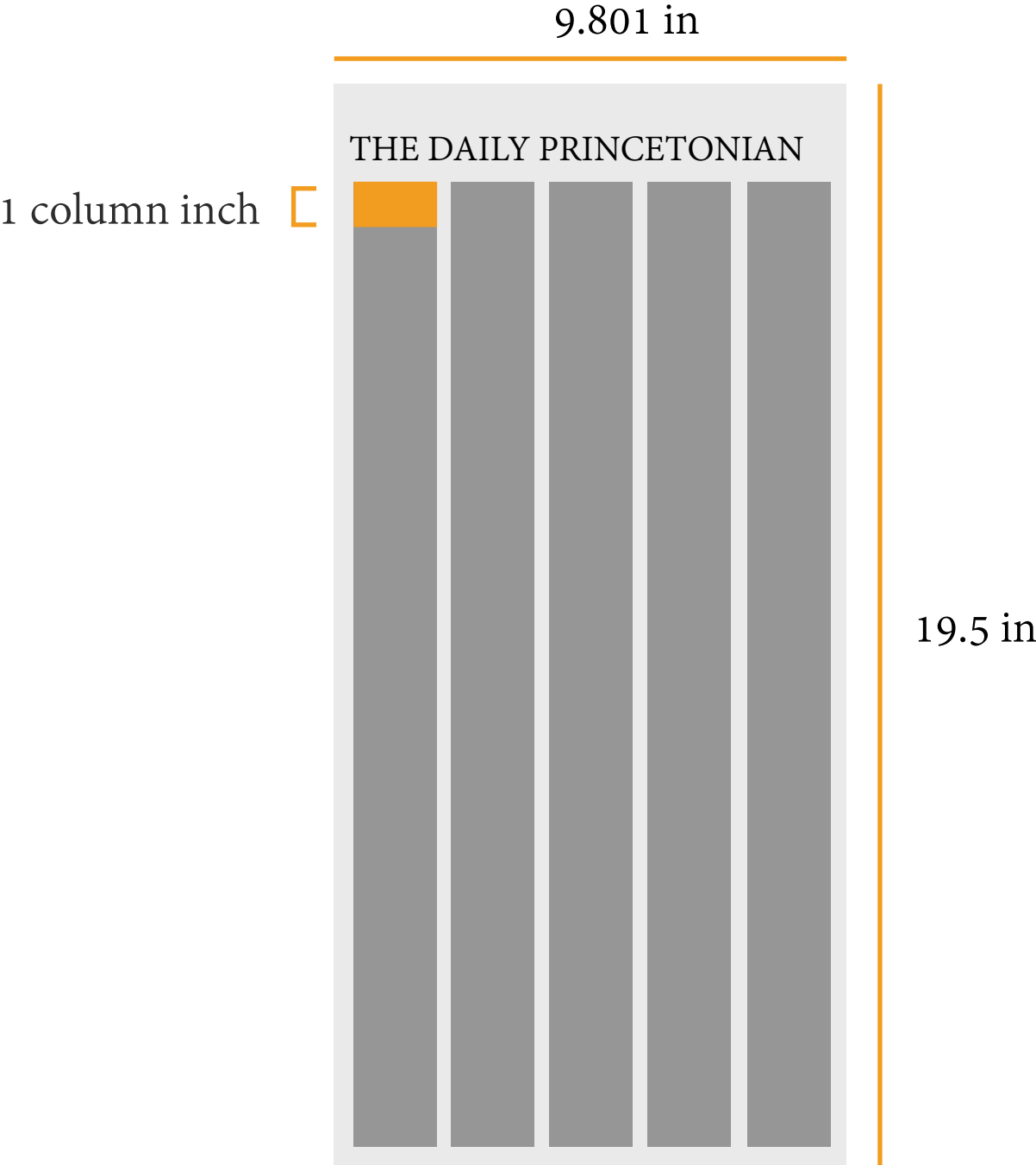
Color Options
[Full Color Only]
\$200 flat surcharge for ads with specifications
equal to or larger than a half page (51 column-
inches)
\$100 flat surcharge for ads with specifications
smaller than a half-page

Standard Ad Sizes & Prices

	Full Page 5 columns x 19.5 in 9.801 in x 19.5 in Campus \$536.25 Local \$585.00 National \$1,657.50 Recruitment \$1,755.00		1/4 Page Vertical 3 columns x 9.5 in 5.803 in x 9.5 in Campus \$156.75 Local \$171.00 National \$484.50 Recruitment \$513.00
	1/2 Page Horizontal 5 columns x 9.5 in 9.801 in x 9.5 in Campus \$261.25 Local \$285.00 National \$807.50 Recruitment \$855.00		1/8 Page Horizontal 3 columns x 5 in 5.803 in x 5 in Campus \$82.50 Local \$90.00 National \$255.00 Recruitment \$270.00
	1/2 Page Vertical 4 columns x 13 in 7.802 in x 13 in Campus \$286.00 Local \$312.00 National \$884.00 Recruitment \$936.00		1/8 Page Vertical 2 columns x 8 in 3.804 in x 8 in Campus \$88.00 Local \$96.00 National \$272.00 Recruitment \$288.00

Custom-Sized Ad Requirements

- Widths must be in full column increments
- Heights must be in 0.5 inch increments, with a 1-inch minimum
- Minimum ad size is 2 column-inches [i.e. 1x2 or 2x1]



Pre-Printed Inserts

Inserts may be purchased on a per-day basis for \$750 per day

The maximum and minimum finished insert sizes are 10.5in x 12in and 4in x 6in

Inserts must be shipped to the Daily Princetonian's printing plant. Contact business@dailyprincetonian.com for scheduling and shipping instructions

Deadline for delivery to printer is one week prior to intended run-date

Special Offers

Buy an ad in print and online for the same run date and receive 50% off the online ad

First-time advertisers receive 20% of their first order

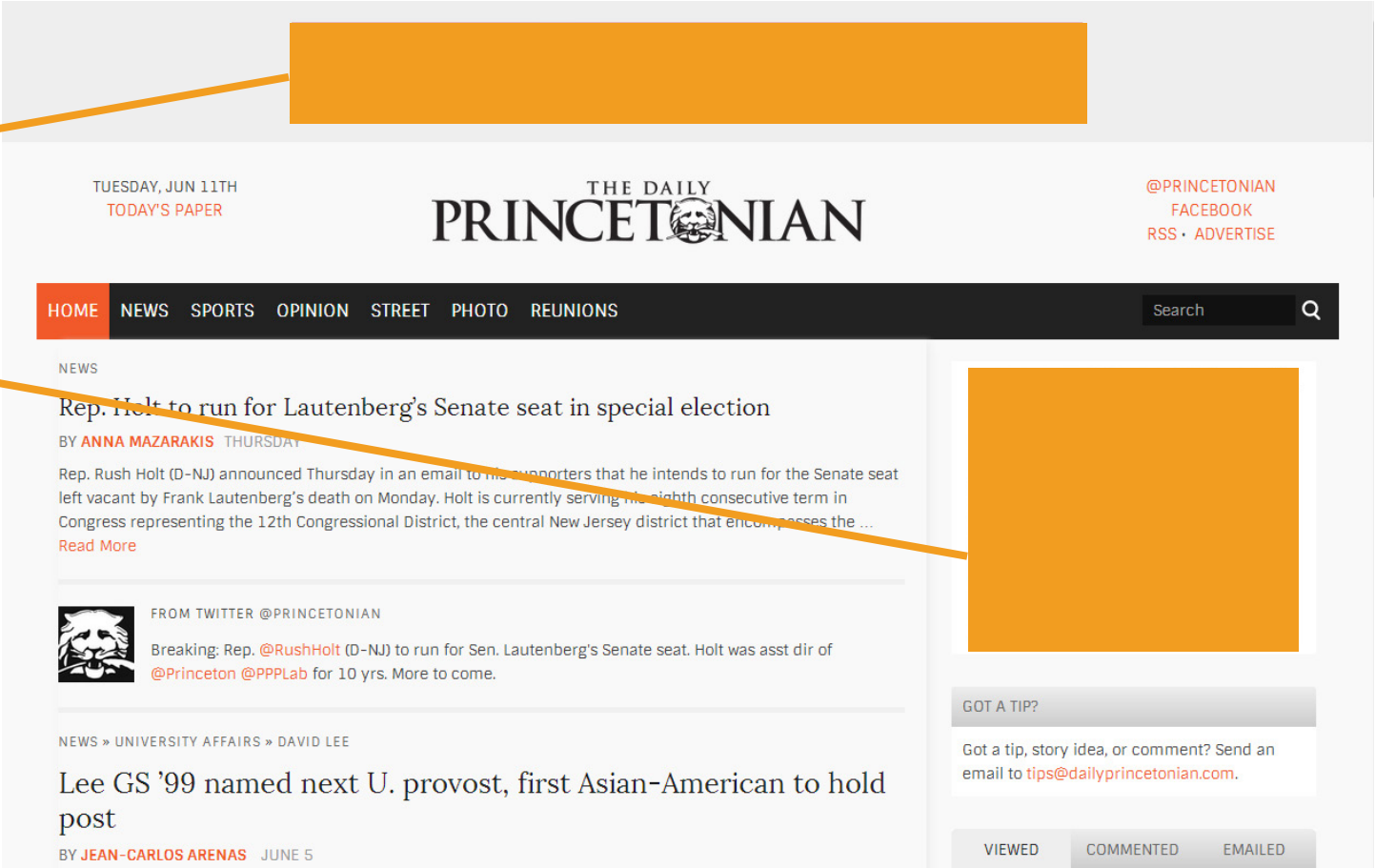
Buy 3 print ads with identical specifications in one order and receive 20% off the total cost of the third ad

Online Advertising

About **dailyprincetonian.com**

DailyPrincetonian.com is the online version of the Princeton area’s only daily paper, the Daily Princetonian. News coverage focuses on University issues, campus politics, varsity sports and the Princeton community. The site is updated seven days a week during the academic year, with breaking news updates year round.

Banner Ad (728x90 pixels)	\$14.00/1,000 impressions
Front Page Button (300x250 pixels)	\$12.00/1,000 impressions
Classifieds	\$10.00/1,000 impressions or \$25/week
Text-Link Ads	\$150/month
Sponsor the E-Prince	\$200/week or \$50/day



Web Ad Design

The Prince offers complimentary web ad design through its in-house manager. Please contact webads@dailyprincetonian.com for consultation

Please direct all questions related to online advertising to webads@dailyprincetonian.com.

Special Issues

2/15: Spring Sports Preview

Preview of the Princeton spring sports season

2/25: Alumni Day Issue: Saturday Edition

Distributed free to guests at Alumni day functions

4/6: Restaurant Reviews: Expanded Edition

Reviews of restaurants around the area

4/30: Communiversity Day Issue

Expanded edition distributed to an annual town affair, including local residents and students

6/2 and 6/6 : Reunions/Commencement Issues

The two largest editions of the year, distributed to over 20,000 alumni, students, and locals

7/26: Freshman Issue

A 36-page paper mailed to over 1,500 incoming freshmen and parents. Excellent for advertising back-to-school events

9/20: Football Preview Pullout

Preview of Princeton's Football Team

11/8: Basketball Preview Pullout

Preview of Princeton's Basketball Team

11/30: Holiday Shopping Guide

Previewing the latest holiday trends

Print Special Sections

Monday's Sports Extra: Additional Princeton athletic coverage. Popular with alumni, Ivy League sports fans

Thursday's Street Section: Weekly arts and culture digest featuring the latest trends and goings-on, both on- and off-campus. Popular with students and excellent for advertising campus events.

Submitting an Ad Copy

The deadline for submitting ad creatives is 1:30pm two days prior to the scheduled run date. If an ad is submitted after the deadline, The Daily Princetonian reserves the right to cancel the ad if the necessary specifications (i.e. ad size, ad color, etc.) have not been stated or agreed upon in prior correspondences with our staff.

Payment Information

We accept four forms of payment: check, cash, credit card, and direct deposit. Please submit cash or check payments to the following address:

The Daily Princetonian
P.O. Box 469
Princeton, NJ 08542

If you are paying by credit card, please provide the card type, card holder's name, card number, expiration date, CV code (located on the back of the card) and billing address to our Comptroller at comptroller@dailyprincetonian.com prior to the run date of your ad to ensure completion of the ad order.

An invoice will be sent to you within two weeks of ad run date. Web ads are billed the same way as display ads. Expect to receive the invoice within two weeks of the completion of the ad campaign.

Tearsheets will be provided electronically, along with an invoice. Please specify the email address to which you would like the invoice to be sent before the advertisement's rundate. We will send invoices to the email address used in prior correspondence with the business office unless otherwise notified.

Physical Tearsheets

Physical tearsheets are available upon request only and incur a fee of \$10 per tearsheet. Frequent advertisers (clients who have advertised with us more than 5 times in a calendar year or have indicated the intent to do so) are exempt from this fee.

For any questions regarding payment, invoicing or tearsheets, please contact comptroller@dailyprincetonian.com

Subscription Information

On-Campus Subscribers

Yearly subscription costs \$160 and includes daily delivery of the paper. To subscribe to a print subscription, email subscriptions@dailyprincetonian.com.

Off-Campus Subscribers

Yearly subscription costs \$260 and includes weekly delivery of the paper. To subscribe to a print subscription, email subscriptions@dailyprincetonian.com.

E-Prince

A free daily digest of the Daily Princetonian's headlines delivered to your inbox. Subscribe at dailyprincetonian.com.

Contact Us

FedEx Address: 48 University Place, Princeton, NJ 08544

U.S. Mail Address: P.O. Box 469, Princeton, NJ 08542

Phone: (609) 375-8553

Office Hours: Sun-Fri, 1:30-4:30pm

Email: business@dailyprincetonian.com

Website: www.dailyprincetonian.com