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WHO WE ARE

FOUNDED IN 1880

America’s oldest continuously-independent daily college newspaper. Serves the Cornell campus and the surrounding Ithaca community.

Available at over 100 locations on and off campus in the Ithaca area

4,000 Print Circulation*
16,000 Daily Print Readership*
190,000+ Unique Online Visitors Monthly*
630,000+ Online Pageviews Monthly*

* Results from an online survey conducted in 2013 by the Cornell Daily Sun Marketing Department

RANKED #1 COLLEGE NEWSPAPER BY THE PRINCETON REVIEW

139 W. State Street, Ithaca, NY 14850 • T: (607) 273-3606 • F: (607) 273-0746 advertising@cornellsun.com
OUR AUDIENCE

1,564  8,081  14,158  6,964
Total Ithaca Faculty  Total Ithaca Staff  Total Undergraduate  Total Graduate/Professional

30,767  30,014
Total Cornell Market per www.cornell.edu  Ithaca Population per 2010 Census

QUICK FACTS

80%
Students who read The Sun at least 2 times per week*

51%
Students who read The Sun's online edition at least once per week*

27%
Readers who indicated that an ad in The Sun prompted them to make a purchase*

51%
Students who use The Sun as their primary source for finding apartments*

6,187  13,600
Sun followers  Sun followers

* Results from an online survey conducted in 2013 by the Cornell Daily Sun Marketing Department
### PRINT ADVERTISING

#### SIZES

<table>
<thead>
<tr>
<th>Pages</th>
<th>Description</th>
<th>Columns</th>
<th>Inches</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Full Page</td>
<td>5</td>
<td>9.75&quot;</td>
<td>$682.88</td>
</tr>
<tr>
<td></td>
<td>Half Page Vertical</td>
<td>4</td>
<td>7.75&quot;</td>
<td>$344.96</td>
</tr>
<tr>
<td></td>
<td>Half Page Horizontal</td>
<td>5</td>
<td>9.75&quot;</td>
<td>$344.96</td>
</tr>
<tr>
<td></td>
<td>Quarter Page Vertical</td>
<td>3</td>
<td>5.75&quot;</td>
<td>$211.20</td>
</tr>
<tr>
<td></td>
<td>Quarter Page Horizontal</td>
<td>4</td>
<td>7.75&quot;</td>
<td>$348.00</td>
</tr>
<tr>
<td></td>
<td>Eighth Page</td>
<td>2</td>
<td>3.75&quot;</td>
<td>$88.00</td>
</tr>
</tbody>
</table>

**HOW DOES THIS WORK?**

Pages are 5 columns wide and 16” high.

<table>
<thead>
<tr>
<th>Columns</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.75&quot;</td>
</tr>
<tr>
<td>3.75&quot;</td>
</tr>
<tr>
<td>5.75&quot;</td>
</tr>
<tr>
<td>7.75&quot;</td>
</tr>
<tr>
<td>9.75&quot;</td>
</tr>
</tbody>
</table>
PRINT ADVERTISING RATES

GENERAL RATE
$8.80 / COLUMN INCH

NATIONAL RATE
$14.50 / COLUMN INCH

WEEKLY CONTRACTS

<table>
<thead>
<tr>
<th>COLUMN INCHES / WEEK</th>
<th>PRICE / COL. INCH</th>
<th>DISCOUNT OFF BASE PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONE TERM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 col. inches +</td>
<td>$7.60</td>
<td>13.6%</td>
</tr>
<tr>
<td>7 col. inches +</td>
<td>$7.30</td>
<td>17.0%</td>
</tr>
<tr>
<td>15 col. inches +</td>
<td>$7.20</td>
<td>18.2%</td>
</tr>
<tr>
<td>24 col. inches +</td>
<td>$7.05</td>
<td>19.9%</td>
</tr>
<tr>
<td>ONE YEAR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 col. inches +</td>
<td>$7.20</td>
<td>18.2%</td>
</tr>
<tr>
<td>7 col. inches +</td>
<td>$7.10</td>
<td>19.3%</td>
</tr>
<tr>
<td>15 col. inches +</td>
<td>$6.95</td>
<td>21.0%</td>
</tr>
<tr>
<td>24 col. inches +</td>
<td>$6.90</td>
<td>21.6%</td>
</tr>
</tbody>
</table>

Local Businesses can receive a discount of 14% to 20% if they make an advance commitment to run a minimum number of column inches each week for a semester or year.

Local Businesses also receive a discount of 18% to 27% if they make an advance commitment to run a minimum number of column inches for the publication year.

OPEN CONTRACTS

<table>
<thead>
<tr>
<th>COLUMN INCHES</th>
<th>PRICE / COL. INCH</th>
<th>DISCOUNT OFF BASE PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONE YEAR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6,000 col. inches</td>
<td>$6.45</td>
<td>26.7%</td>
</tr>
<tr>
<td>4,000 col. inches</td>
<td>$6.55</td>
<td>25.6%</td>
</tr>
<tr>
<td>3,000 col. inches</td>
<td>$6.65</td>
<td>24.4%</td>
</tr>
<tr>
<td>2,000 col. inches</td>
<td>$6.90</td>
<td>21.6%</td>
</tr>
<tr>
<td>1,500 col. inches</td>
<td>$6.95</td>
<td>21.0%</td>
</tr>
<tr>
<td>1,000 col. inches</td>
<td>$7.00</td>
<td>20.5%</td>
</tr>
<tr>
<td>750 col. inches</td>
<td>$7.05</td>
<td>19.9%</td>
</tr>
<tr>
<td>500 col. inches</td>
<td>$7.10</td>
<td>19.3%</td>
</tr>
<tr>
<td>300 col. inches</td>
<td>$7.20</td>
<td>18.2%</td>
</tr>
</tbody>
</table>

NATIONAL ADVERTISING DISCOUNTS

FREQUENCY DISCOUNTS

<table>
<thead>
<tr>
<th>MIN INSERTIONS</th>
<th>MAX INSERTIONS</th>
<th>% DISCOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td>11</td>
<td>19</td>
</tr>
<tr>
<td>% DISCOUNT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5%</td>
<td>10%</td>
<td>15%</td>
</tr>
</tbody>
</table>
PRINT ADVERTISING

COLOR + PREMIUM PLACEMENTS

ADDITIONAL CHARGE FOR
1 COLOR + BLACK $150

ADDITIONAL CHARGE FOR
PROCESS COLOR $300

These charges are the same regardless of the size of the advertisement.

COMIC PAGE RATE

RATE FOR PLACEMENT ON COMIC PAGES
$9.65 / COLUMN INCH

SIZES INCLUDE:
1 col. x 8 inches; 1 col. x 16 inches

RATE FOR BANNER BELOW SUDOKU PUZZLE
$80.00
SIZE: 2 col. x 4 inches
Contracted Rates are available. Please contact The Sun’s Advertising Department for more information

CANCELLATION Policy

Advertising copy must be received by The Sun by 3 p.m. two business days before publication date. If a proof is desired, copy must be received by The Sun by 3 p.m. three business days before publication date. Add one business day to these deadlines for advertisements of more than one page or if the advertisement requires extraordinarily complex composition. Page and position requests are accepted but are not guaranteed (except comic page advertisements). Any cancellation must be received two business days prior to publication date.
Online Advertising

Banner Ad
728 x 90

Medium Rectangle
300 x 250

The Cornell Daily Sun’s online edition is the perfect way to complement your print advertisements. For certain types of ad campaigns, online advertising is also great as a stand-alone.

36,000 views per day
Print edition + website

50%
At least once a week
Students reading the online edition
Reaches students, their families, and alumni*

* Results from an online survey conducted in 2013 by the Cornell Daily Sun Marketing Department

How It Works

The ad links directly to any website you provide.
Ads are rotated among spots of the same size on all pages of the website.
We can track and provide statistics on how often the ad is clicked (for most ads).
You can customize the campaign to fit your needs.

These online banner ads are priced by impressions, which is the number of times you want your ad to be viewed. Each ad is sold in increments of 1,000 impressions.

Medium Rectangle Banner Ad
300 x 250

Geographically Targeted
$12.50 / 1,000
Non Targeted
$10.00 / 1,000

Volume Discount
FREE additional 1,000 impressions with purchase of 10,000
FREE additional 10,000 impressions with purchase of 50,000
PLACING AN ONLINE AD

CALL US: (607) 273-3606
OR
EMAIL US: advertising@cornellsun.com

WE ACCEPT

FILES

IMAGE    FLASH    VIDEO

GIF      JPEG
PNG      TIFF
PDF      SWF

E-NEWSLETTER

- Daily newsletter sent to alumni, friends, and family
- Distributed to thousands of subscribers every day
- Graphic (image-only) ads in the newsletter link directly to your website
- Please contact advertising@cornellsun.com for more information regarding E-Newsletter advertising

BUNDLING OPTIONS

- We are willing to work with you to create a bundle package customized to your wants and needs, with a suitable discount to provide more comprehensive, cross-media coverage
- Please contact advertising@cornellsun.com for more information on bundling print and online ads
CLASSIFIEDS

STANDARD RATE

$3.60 FOR FIRST 15 WORDS

$0.38 / WORDS THEREAFTER

5 OR MORE CONSECUTIVE INSERTIONS

$3.35 FOR FIRST 15 WORDS

$0.36 / WORDS THEREAFTER

COMMERCIAL RATE

$5.40 FOR FIRST 15 WORDS

$0.39 / WORDS THEREAFTER

5 OR MORE CONSECUTIVE INSERTIONS

$5.20 FOR FIRST 15 WORDS

$0.37 / WORDS THEREAFTER

DEADLINE
2:30 p.m. the day before publication. Deadline for Monday is 2:30 on the previous Friday.

For more information, please email: classifieds@cornellsun.com
Inserts must be prepared by the advertiser and given to Towanda Printing Co. *(clearly labeled for The Cornell Daily Sun)* at least one full week before publication. Inserts must be reserved with the Advertising Manager or the Office Manager at least 2 weeks before publication. The cancellation deadline for inserts is four days before publication.

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>Rate</th>
<th>PER 1,000 INSERTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Rate</td>
<td>$165</td>
<td></td>
</tr>
<tr>
<td>Monthly Rate</td>
<td>$145</td>
<td></td>
</tr>
<tr>
<td>Bi-weekly Rate</td>
<td>$140</td>
<td></td>
</tr>
<tr>
<td>Weekly Rate</td>
<td>$125</td>
<td></td>
</tr>
</tbody>
</table>

4,000 MAXIMUM INSERTS PER ISSUE

A minimum commitment of one semester is needed to receive frequency discounts. Inserts may not count toward fulfilling contracts. Inserts must be prepaid.

**INSERTS SHOULD BE MAILED TO:**

Towanda Printing Co.
*(For The Cornell Daily Sun)*
13384 Route 220
Towanda, PA 18848

*(8 A.M. - 3:30 P.M. M-F PREFERRED TIME)*
### Career Fair Supplement
Tuesday, August 30, 2016  
Deadline: Thursday, August 25, 2016

### Homecoming Wrap
Thursday, September 22, 2016  
Deadline: Thursday, September 15, 2016

### Parents Weekend Supplement
Thursday, October 20, 2016  
Deadline: Thursday, October 13, 2016

### Holiday Gift Guide
Tuesday, November 29, 2016  
Deadline: Monday, November 21, 2016

### Valentine’s Day Supplement
Thursday, February 9, 2017  
Deadline: Thursday, February 2, 2017

### Cornell Days Issue
will be published in early April.  
Call for more information.

### Graduation Issue
Thursday, May 25, 2017  
Deadline: Wednesday, May 10, 2017

### Reunion Issue
Thursday, June 8, 2017  
Deadline: Wednesday, May 10, 2017

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**KEY**

1 Red Dates: The Sun is in publication  
- Gray Dash: The Sun is **not** in publication
COPY AND CONTRACT REGULATIONS

- Weekly contracted advertisers are asked to choose a specific day(s) for ads to run each week, but that may be changed during the contract term if necessary. However, ads must be inserted regularly every week to retain the contracted rate.
- National advertisers are not eligible for weekly contracts.
- Advertisers who fail to fulfill contractual obligations will be charged for the transient rate applicable to the amount of advertising space used, even if originally billed for a smaller amount.
- No copy is accepted over the telephone.
- Advertisers must use their contract space principally for the purpose of advertising the business for which the contract was made.
- Open contracts may be fulfilled in Senior and Freshman Issues.
- 2016-2017 contracted advertisers who have fulfilled their contracts may reserve additional advertising in the Senior and Freshman Issues at their contracted rate.
- 2016-2017 Contracted Rates apply when advertising in the Senior and Freshman Issue.

PAYMENT REGULATIONS

- The Sun reserves the right to request payment before publication. All out-of-town advertising must be paid for in advance unless credit is already established.
- Open account payments are due within 30 days of billing date. An interest charge of 1.5% per month will be assessed on all overdue accounts.
- Special Cases
  - All advertising is subject to the approval of the Business Manager. The Sun reserves the right to refuse any advertising or limit the advertising content of any issue.
  - Substantiation or proof of claims made in advertisements must be supplied upon request of The Sun.
  - No conditions, printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with The Sun’s policies will be binding on The Sun.
  - In consideration of the acceptance of any advertisement the advertiser and the agency must in respect to the contents of the advertisement indemnify and save The Sun harmless against any expense arising from claims or actions against The Sun because of the publication of the contents of the advertisement.

MECHANICAL REQUIREMENTS

- The minimum display advertising space accepted is two column inches.
- All advertisements must be at least as many inches high as columns wide.
- The only height accepted over 13 inches is 16 inches.
- All advertisements smaller than a full page must have a distinct edge or border on top and bottom at least.
- Normal graphic design and typesetting work for Sun advertising will be provided at no charge. However, excessive work on an ad will require payment of an additional composition charge.
- Advertisements must be complete (except normal composition) when received by The Sun. No part of the contents of the advertisement can be returned or released except as a proof prior to the date of publication.
- Advertiser bears the responsibility of providing digital artwork in a format acceptable to The Sun. PDF format is preferred. Contact the Sun office for more information.
OUR PEOPLE

Brad Edmondson
President

Amanda Shaw
Vice-President

Sofia Hu ’17
Editor in Chief & Secretary

Louis Liu ’18
Business Manager & Treasurer

Amy Wilson
Office Manager

Jordan Epstein ’18
Advertising Manager

Megan Lee ’18
Marketing Manager

Sierra Rinaldi ’18
Human Resources Manager

Classified Advertising/Circulation
Call: 607-273-3606 ext. 221