

A red ribbon graphic with folded corners, containing the text 'THE CORNELL DAILY SUN'.

# THE CORNELL DAILY SUN

**MEDIA KIT 2016-2017**



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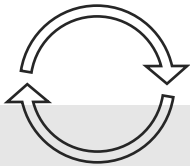
# WHO WE ARE

FOUNDED IN  
**1880**

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

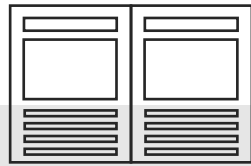


Available at over 100 locations on and off campus in the Ithaca area



**4,000**

Print Circulation\*



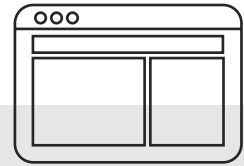
**16,000**

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

Total Ithaca Faculty

8,081

Total Ithaca Staff

14,158

Total Undergraduate

6,964

Total Graduate/Professional

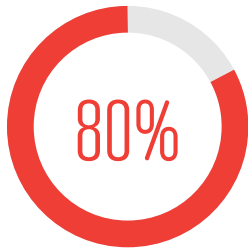
30,767

Total Cornell Market  
per [www.cornell.edu](http://www.cornell.edu)

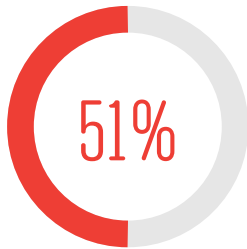
30,014

Ithaca Population  
per 2010 Census

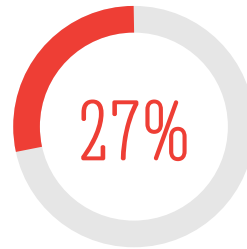
## QUICK FACTS



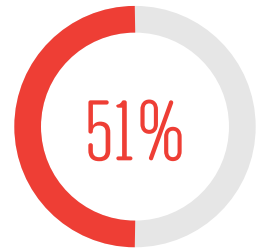
Students who read The Sun at least 2 times per week\*



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



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



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



6,187

Sun followers



13,600

Sun followers

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

# PRINT ADVERTISING

## SIZES

**GENERAL**  
\$ 682.88

---

**NATIONAL**  
\$ 1160.00

Full Page  
5 Col (9.75") x 16"

**GENERAL**  
\$ 344.96

---

**NATIONAL**  
\$ 580.00

Half Page Vertical  
4 Col (7.75") x 10"

**GENERAL**  
\$ 344.96

---

**NATIONAL**  
\$ 580.00

Half Page Horizontal  
5 Col (9.75") x 8"

**GENERAL**  
\$ 211.20

---

**NATIONAL**  
\$ 348.00

Quarter Page Vertical  
3 Col (5.75") x 8"

**GENERAL**  
\$ 211.20

---

**NATIONAL**  
\$ 348.00

Quarter Page Horizontal  
4 Col (7.75") x 6"

**GENERAL**  
\$ 88.00

---

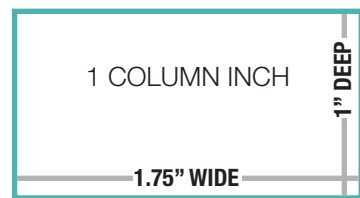
**NATIONAL**  
\$ 145.00

Eighth Page  
2 Col (3.75") x 5"

## HOW DOES THIS WORK?

**PAGES ARE**  
5 columns wide and 16" high

COLUMNS	INCHES
1	1.75"
2	3.75"
3	5.75"
4	7.75"
5	9.75"



# PRINT ADVERTISING

## RATES

### GENERAL RATE

\$ 8.80 / COLUMN INCH

### NATIONAL RATE

\$ 14.50 / COLUMN INCH

## WEEKLY CONTRACTS

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.

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

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

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

## NATIONAL ADVERTISING DISCOUNTS

### FREQUENCY DISCOUNTS

MIN INSERTIONS	3	6	12	20	30
MAX INSERTIONS	5	11	19	29	-
% DISCOUNT	5%	10%	15%	20%	25%

# 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

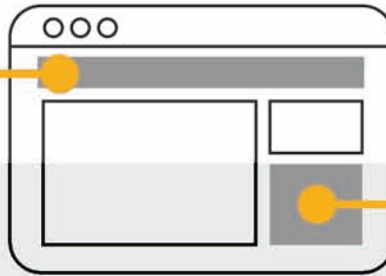
Contracted Rates are available. Please  
contact The Sun's Advertising Department  
for more information

## 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



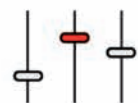
The ad links directly to any website you provide.



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



**EMAIL US:**  
advertising@cornellsun.com

## WE ACCEPT



## FILES

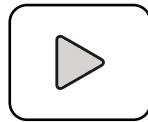
IMAGE



FLASH



VIDEO



GIF

PNG

PDF

JPEG

TIFF

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 



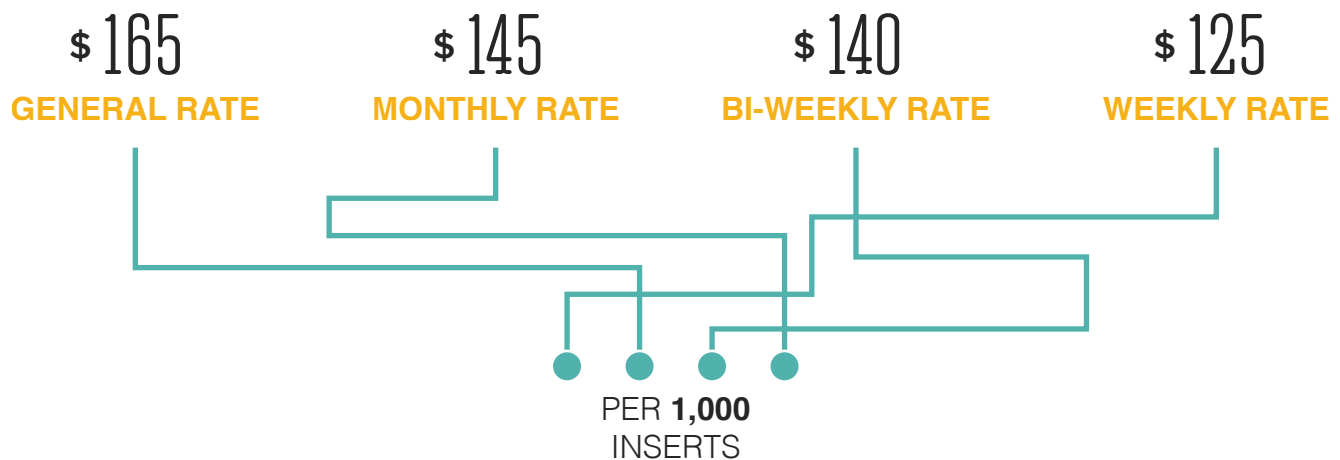
### DEADLINE

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

# INSERT RATES



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.



**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)**

# PUBLICATION CALENDAR

2016-2017

## PUBLICATION

## SPECIAL ISSUES

### AUGUST

-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	22	23	24	25	-
-	29	30	-	-	-

### JANUARY

-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	23	24	-	26	-
-	30	31	-	-	-

### Career Fair Supplement

Tuesday, August 30, 2016

Deadline: Thursday, August 25, 2016

### Homecoming Wrap

Thursday, September 22, 2016

Deadline: Thursday, September 15, 2016

### SEPTEMBER

-	-	-	1	-	-
-	-	6	-	8	-
-	12	13	-	15	-
-	19	20	-	22	-
-	26	27	-	29	-

### FEBRUARY

-	-	-	2	-	-
-	6	7	-	9	-
-	13	14	-	16	-
-	-	-	22	23	-
-	27	28	-	-	-

### Parents Weekend Supplement

Thursday, October 20, 2016

Deadline: Thursday, October 13, 2016

### Holiday Gift Guide

Tuesday, November 29, 2016

Deadline: Monday, November 21, 2016

### OCTOBER

-	3	4	-	6	-
-	-	-	12	13	-
-	17	18	-	20	-
-	24	25	-	27	-
-	31	-	-	-	-

### MARCH

-	-	-	2	-	-
-	6	7	-	9	-
-	13	14	-	16	-
-	20	21	-	23	-
-	27	28	-	30	-

### 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.

### NOVEMBER

-	1	-	3	-	-
-	7	8	-	10	-
-	14	15	-	17	-
-	21	-	-	-	-
-	28	29	-	-	-

### APRIL

-	-	-	-	-	-
-	10	11	-	13	-
-	17	18	-	20	-
-	24	25	-	27	-

### Graduation Issue

Thursday, May 25, 2017

Deadline: Wednesday, May 10, 2017

### Reunion Issue

Thursday, June 8, 2017

Deadline: Wednesday, May 10, 2017

### DECEMBER

-	-	-	1	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-

### MAY

-	1	2	-	4	-
-	8	9	10	-	-
-	-	-	-	-	-
-	-	-	-	25	-
-	-	-	-	-	-

### KEY

1 Red Dates: The Sun is in publication

- Gray Dash: The Sun is **not** in publication

# POLICIES AND REGULATIONS

## 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