

INDEPENDENT SINCE 1880

# The Cornell Daily Sun

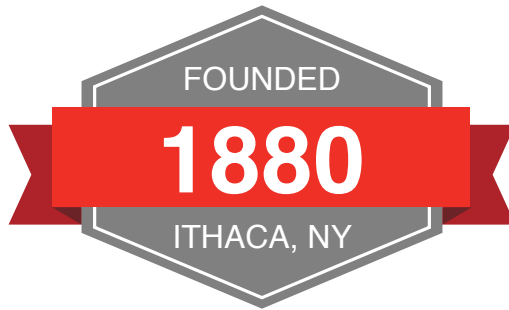
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MEDIA KIT **2020-2021**

## WHO WE ARE



By the Princeton Review



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



On and off campus in the Ithaca area



**3,000**

Print circulation



**16,000**

Daily print readership



**222,000+**

Unique online visitors monthly



**1.5 million**

Online pageviews monthly

*Impressions and viewers are higher than any other college newspaper*

## OUR AUDIENCE

**1,679**

Total Cornell Faculty

**8,392**

Total Cornell Staff

**15,182**

Total Undergraduates

**8,418**

Total Graduate / Professional

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

**33,671**

**31,006**

Ithaca Population  
per 2017 census

**18,600**  
FOLLOWERS



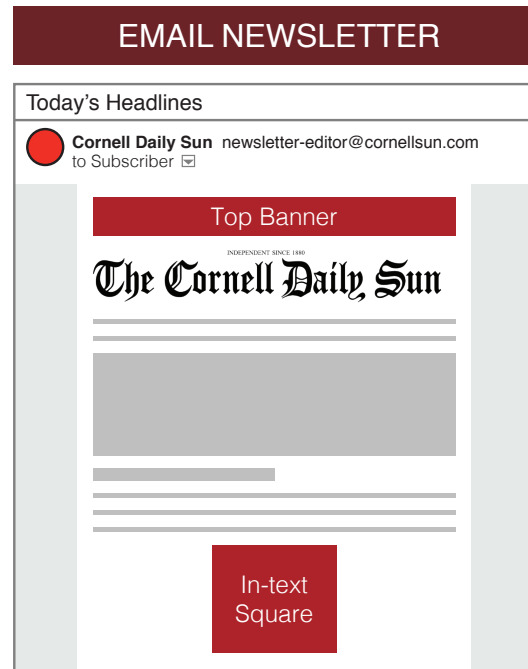
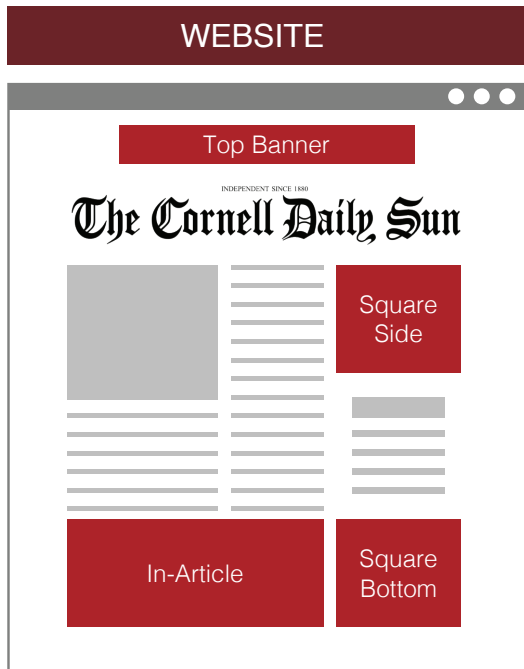
**23,800**  
FOLLOWERS



**6,000**  
FOLLOWERS



# ONLINE ADVERTISING



WEBSITE	Per Day	Per Week	Per Month	Per Semester
Top Banner (728 w x 90 h)	\$ 50	\$ 333	\$ 1,275	\$ 4,781
Square (x4) (300 w x 250 h)	\$ 38	\$ 249	\$ 956	\$ 3,586
In-Article (x3) (728 w x 90 h)	\$ 30	\$ 200	\$ 765	\$ 2,869

NEWSLETTER	Per Day	Per Week	Per Month	Per Semester
Top Banner	\$ 30	\$ 130	\$ 468	\$ 1,942
In-Text Square	\$ 25	\$ 104	\$ 374	\$ 1,544
Sponsorship	\$ 50	\$ 263	\$ 1,155	\$ -



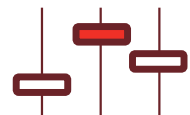
The ad links directly to any website you provide



Ads are rotated among spots of the same size on all pages of the website



We track and provide statistics on how often the ad is clicked (for most ads)



You can customize the campaign to fit your needs

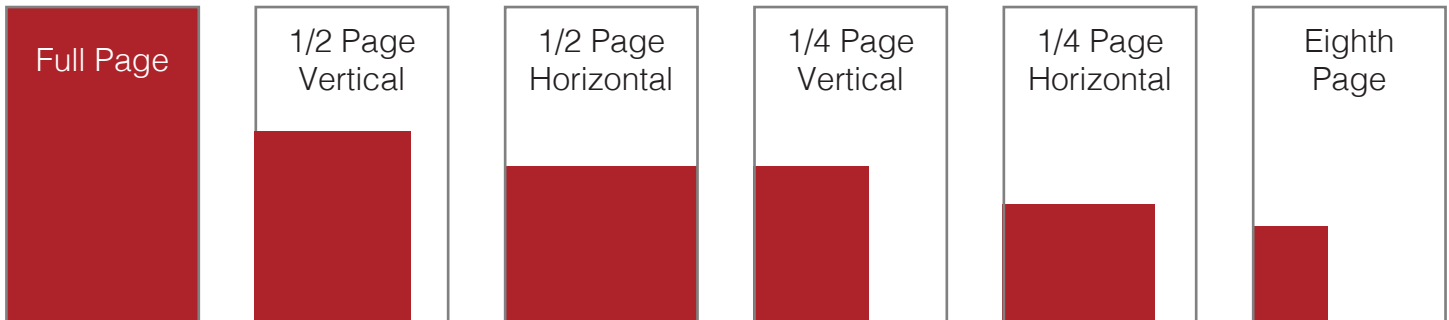
Local businesses can receive a discount if they make an advance commitment to run an ad for a semester or year



Custom ad design: **\$50**

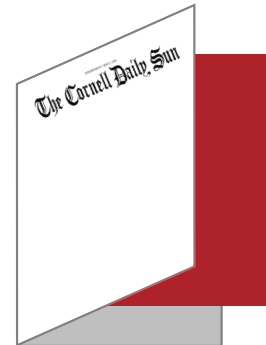
# PRINT ADVERTISING

Pages are **5** columns wide and **16"** high



Size	Columns	Print Size	Local	National
Full Page	5 Col.	9.75" x 16"	\$ 682.88	\$ 1,160.00
1/2 Vertical	4 Col.	7.75" x 10"	\$ 344.96	\$ 580.00
1/2 Horizontal	5 Col.	9.75" x 8"	\$ 344.96	\$ 580.00
1/4 Vertical	3 Col.	5.75" x 8"	\$ 211.20	\$ 348.00
1/4 Horizontal	4 Col.	7.75" x 6"	\$ 211.20	\$ 348.00
Eighth Page	2 Col.	3.75" x 5"	\$ 88.00	\$ 145.00

**We also accept inserts!**



\* Price per column-inch is \$8.80/local and \$14.50/national

A discount of up to 30% is available for advertisers who make an advance commitment to place ads over a semester or year. Please enquire for more details

Additional charge for  
**1 COLOR + BLACK**

**\$150**

Additional charge for  
**PROCESS COLOR**

**\$300**

**SPECIAL RATES AVAILABLE FOR:**

DINING  
SCIENCE  
ARTS  
SUDOKU  
COMICS

**Display deadline is 3pm two business days prior to publication date**  
**Cancellation deadline is two business days prior to publication date**

# CLASSIFIEDS + MORE

## STANDARD RATE

**\$3.60** FOR FIRST  
15 WORDS

**\$0.38** PER WORD  
THEREAFTER

5 or more consecutive insertions

**\$3.35** FOR FIRST  
15 WORDS

**\$0.36** PER WORD  
THEREAFTER

## COMMERCIAL RATE

**\$5.40** FOR FIRST  
15 WORDS

**\$0.39** PER WORD  
THEREAFTER

5 or more consecutive insertions

**\$5.20** FOR FIRST  
15 WORDS

**\$0.37** PER WORD  
THEREAFTER

**Classified deadline is 2:30pm one business day prior to publication date  
(classifieds@cornellsun.com)**



### PHONE APP

Ask us about  
advertising  
opportunities!



### BUNDLING

Print + Web  
Print + Web + Newsletter  
Web + Newsletter

### We Accept:

Image



Flash



Video



GIF

PNG

PDF

JPEG

TIFF

SWF

# PUBLICATION CALENDAR 2020-2021

## PRINT

## SPECIAL ISSUES

August

						1	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24						
29	30	31	25	26	27	28	29

September

		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

				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

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						

December

	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

3	4						
10	11						
17	18						
24	25						
31							

February

	1						
7	8						
14	15						
21	22						
28							

March

	1						
7	8						
14	15						
21	22						
28	29						

April

4	5						
11	12						
18	19						
25	26						

May

2	3						
9	10						
16	17						
23	24						
30	31						

TO  
BE  
DETERMINED

### FRESHMAN ISSUE

Publication Date: Thursday, July 23

Deadline: Thursday, July 9

### TO BE CONFIRMED...

### VALENTINE'S DAY SUPPLEMENT

Publication Date: Monday, February 8

Deadline: Monday, February 1

### CORNELL DAYS ISSUE

Published in early April

Call for more information

### GRADUATION ISSUE

Publication Date: Thursday, May 27

Deadline: Tuesday, May 11

### REUNION ISSUE

Publication Date: Thursday, June 10

Deadline: Tuesday, May 11

\* All Special Issue deadlines at noon

**YES!**

We still publish  
online every day  
throughout summer

Red: The Sun is in print publication

# THANK YOU!

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For advertising policies and regulations, please visit <https://cornellsun.com/advertise/>