

INDEPENDENT SINCE 1880

The Cornell Daily Sun

MEDIA KIT **2020-2021**

WHO WE ARE

RANKED

#1

COLLEGE
NEWSPAPER

By the Princeton
Review

FOUNDED

1880

ITHACA, NY

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

AVAILABLE AT

OVER
80
LOCATIONS

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

33,671

31,006

Ithaca Population
per 2017 census

18,600
FOLLOWERS



23,800
FOLLOWERS

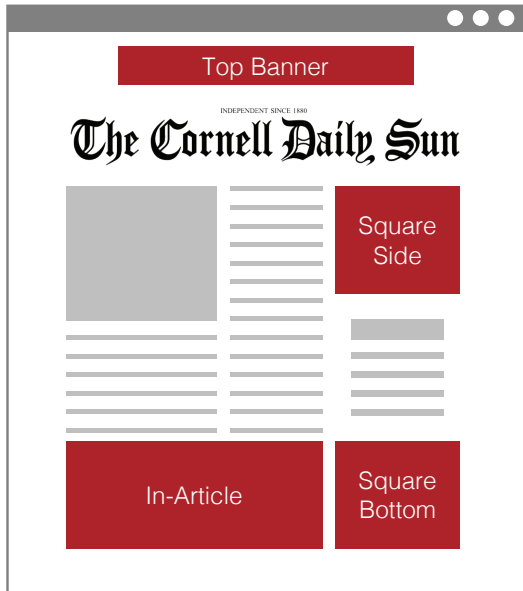


6,000
FOLLOWERS



ONLINE ADVERTISING

WEBSITE

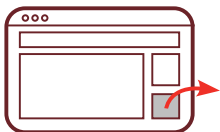


EMAIL NEWSLETTER



| 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 |

| 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 | \$ - |



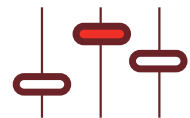
The ad links directly to any website you provide



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

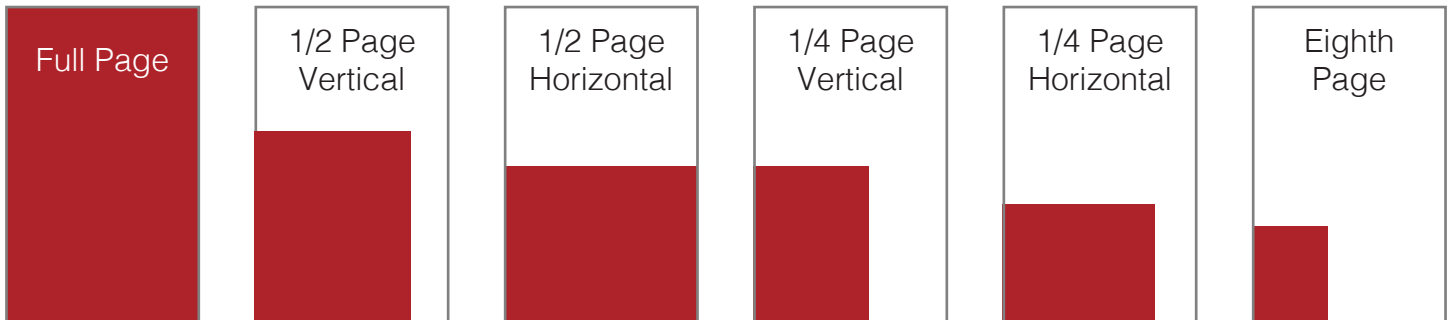
Local businesses can receive a discount if they make an advance commitment to run an ad for a semester or year



Custom ad design: **\$50**

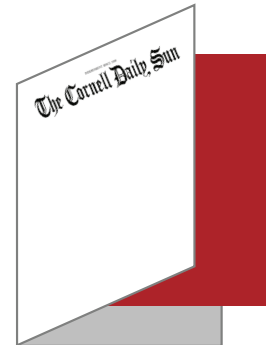
PRINT ADVERTISING

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 | | | | | | |
| 30 | 31 | 25 | 26 | 27 | 28 | 29 | |

January

| | | | | | | | |
|----|----|----|----|----|----|----|---|
| | | | | | | 1 | 2 |
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| 10 | 11 | 12 | 13 | 14 | 15 | 16 | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | |
| 24 | | | | | | | |
| 31 | 25 | 26 | 27 | 28 | 29 | 30 | |

FRESHMAN ISSUE

Publication Date: Thursday, July 23

Deadline: Thursday, July 9

GRADUATION ISSUE

Publication Date: Thursday, May 27

Deadline: Tuesday, May 11

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 | | | | |

February

| | | | | | | | |
|----|----|----|----|----|----|----|--|
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| | 1 | 2 | 3 | 4 | 5 | 6 | |
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| 14 | 15 | 16 | 17 | 18 | 19 | 20 | |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 | |
| 28 | | | | | | | |

* All Special Issue deadlines at noon

October

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|----|----|----|----|----|----|----|--|
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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 | |

March

| | | | | | | | |
|----|----|----|----|----|----|----|--|
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| | 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

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|----|----|----|----|----|----|----|---|
| | 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 | | | | | | |

April

| | | | | | | | | |
|----|----|----|----|----|----|----|---|---|
| | | | | | | 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 | | | |

May

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

YES!

We still publish
online every day
throughout summer

DATE IN RED: PRINT PUBLICATION DAY

THANK YOU!

BRAD EDMONDSON

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