

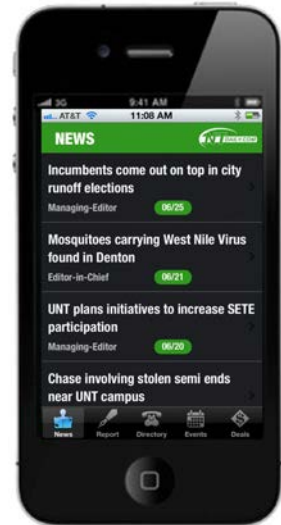
# NT DAILY

MEDIA KIT 2014 – 2015

PRINT

ONLINE

MOBILE



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University of North Texas  
(940)565.2851  
dailyads@unt.edu  
ntdaily.com

# THE NT DAILY

38,600 STUDENTS, FACULTY & STAFF

**+ THOUSANDS**

IN THE SURROUNDING DFW COMMUNITY



**53% Female**  
**47% Male**

UNT STUDENTS ALONE SPEND MORE THAN

**\$450 MILLION**

IN DENTON AND SURROUNDING COUNTIES

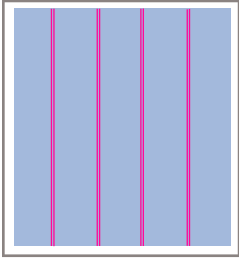
**8,000 COPIES**  
**DISTRIBUTED**

Every Tuesday & Thursday  
in more than 90 locations

Only *The NT Daily* promotes your business  
to the valuable UNT community. Show your  
support for the UNT community and they will  
use your business!

# CAMPUS/NON-PROFIT RATE CARD

## DOMINANCE - FULL PAGE



- Designed for advertisers seeking maximum visibility within the newspaper and on the page.

\$2,520/month (\$330/issue)

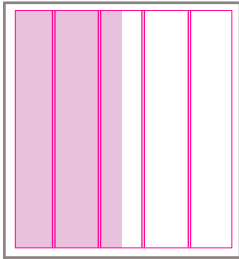
10.375" x 11.25"

## IMPACT - HALF & JUNIOR PAGES

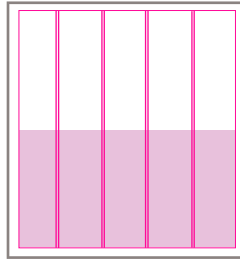
- Designed for advertisers seeking balance between page dominance and frequency.

\$1,300/month (\$170/issue)

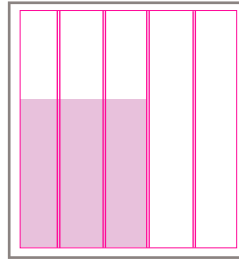
\$1,200/month (\$150/issue)



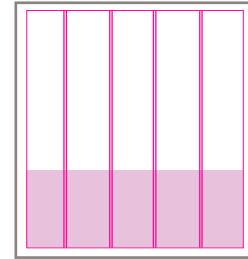
5.187" x 11.25"



10.375" x 5.5"

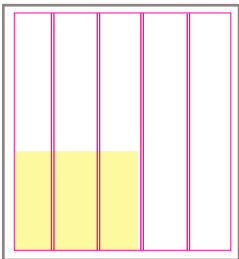


6.187" x 7"

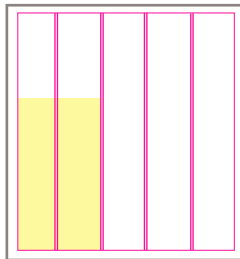


10.375" x 3.5"

## BREAKTHROUGH



6.187" x 4"



4" x 7"

- Designed for advertisers seeking to optimize reach and frequency.

\$880/month (\$120/issue)

## AWARENESS

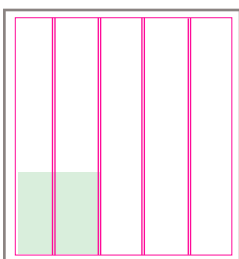
- Designed for advertisers seeking to maximize longterm awareness and reach.

\$460/month (\$65/issue)

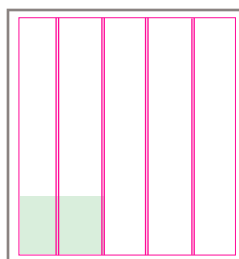
\$400/month (\$60/issue)

\$400/month (\$60/issue)

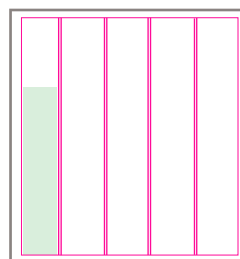
\$300/month (\$45/issue)



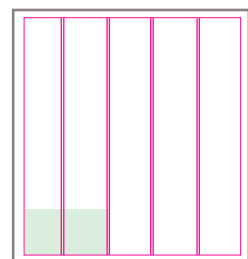
4" x 4"



4" x 3"



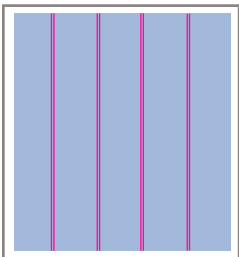
2" x 7"



4" x 2"

# LOCAL RATE CARD

## DOMINANCE - FULL PAGE



- Designed for advertisers seeking maximum visibility within the newspaper and on the page.

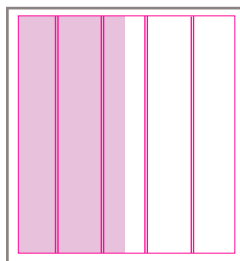
\$3,500/month (\$495/issue)

10.375" x 11.25"

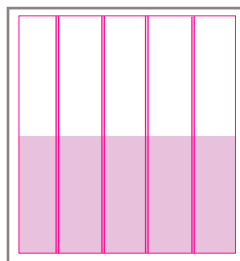
## IMPACT - HALF & JUNIOR PAGES

- Designed for advertisers seeking balance between page dominance and frequency.

\$1,700/month (\$250/issue)

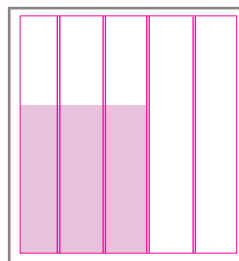


5.187" x 11.25"

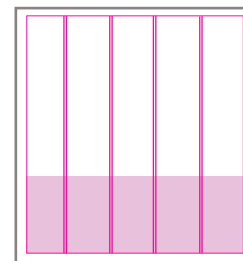


10.375" x 5.5"

\$1,500/month (\$215/issue)

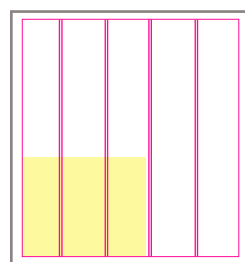


6.187" x 7"

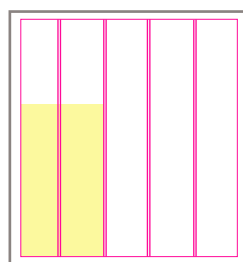


10.375" x 3.5"

## BREAKTHROUGH



6.187" x 4"



4" x 7"

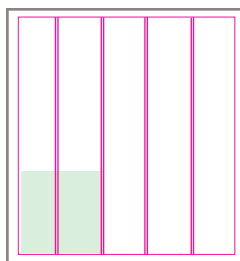
- Designed for advertisers seeking to optimize reach and frequency.

\$1,000/month (\$150/issue)

## AWARENESS

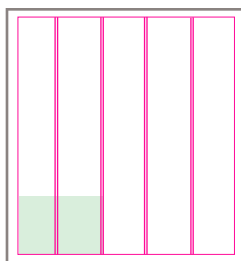
- Designed for advertisers seeking to maximize longterm awareness and reach.

\$860/month (\$115/issue)



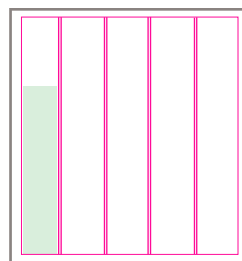
4" x 4"

\$760/month (\$105/issue)



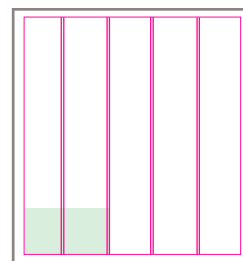
4" x 3"

\$760/month (\$105/issue)



2" x 7"

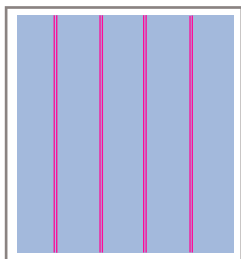
\$420/month (\$65/issue)



4" x 2"

# NATIONAL RATE CARD

## DOMINANCE - FULL PAGE



- Designed for advertisers seeking maximum visibility within the newspaper and on the page.

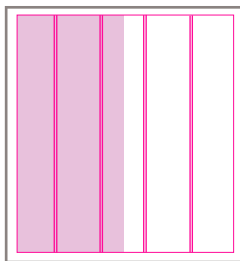
\$6,000/month (\$825/issue)

10.375" x 11.25"

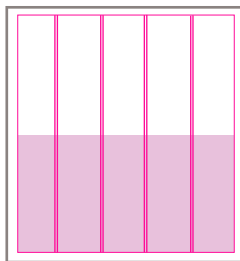
## IMPACT - HALF & JUNIOR PAGES

- Designed for advertisers seeking balance between page dominance and frequency.

\$3,200/month (\$425/issue)

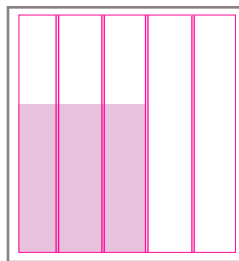


5.187" x 11.25"

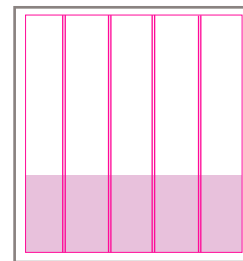


10.375" x 5.5"

\$3,000/month (\$400/issue)

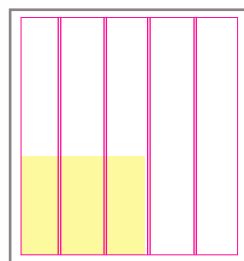


6.187" x 7"

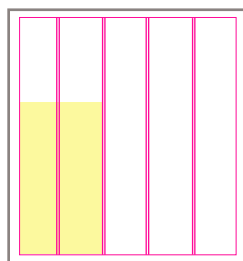


10.375" x 3.5"

## BREAKTHROUGH



6.187" x 4"



4" x 7"

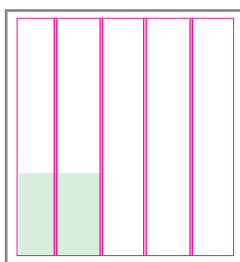
- Designed for advertisers seeking to optimize reach and frequency.

\$2,700/month (\$370/issue)

## AWARENESS

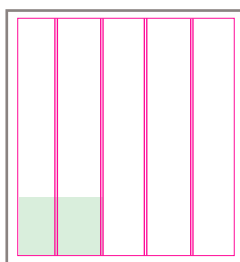
- Designed for advertisers seeking to maximize longterm awareness and reach.

\$1,320/month (\$170/issue)



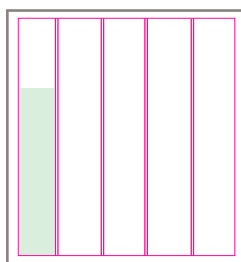
4" x 4"

\$1,200/month (\$155/issue)



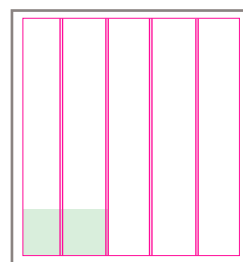
4" x 3"

\$1,200/month (\$155/issue)



2" x 7"

\$880/month (\$125/issue)



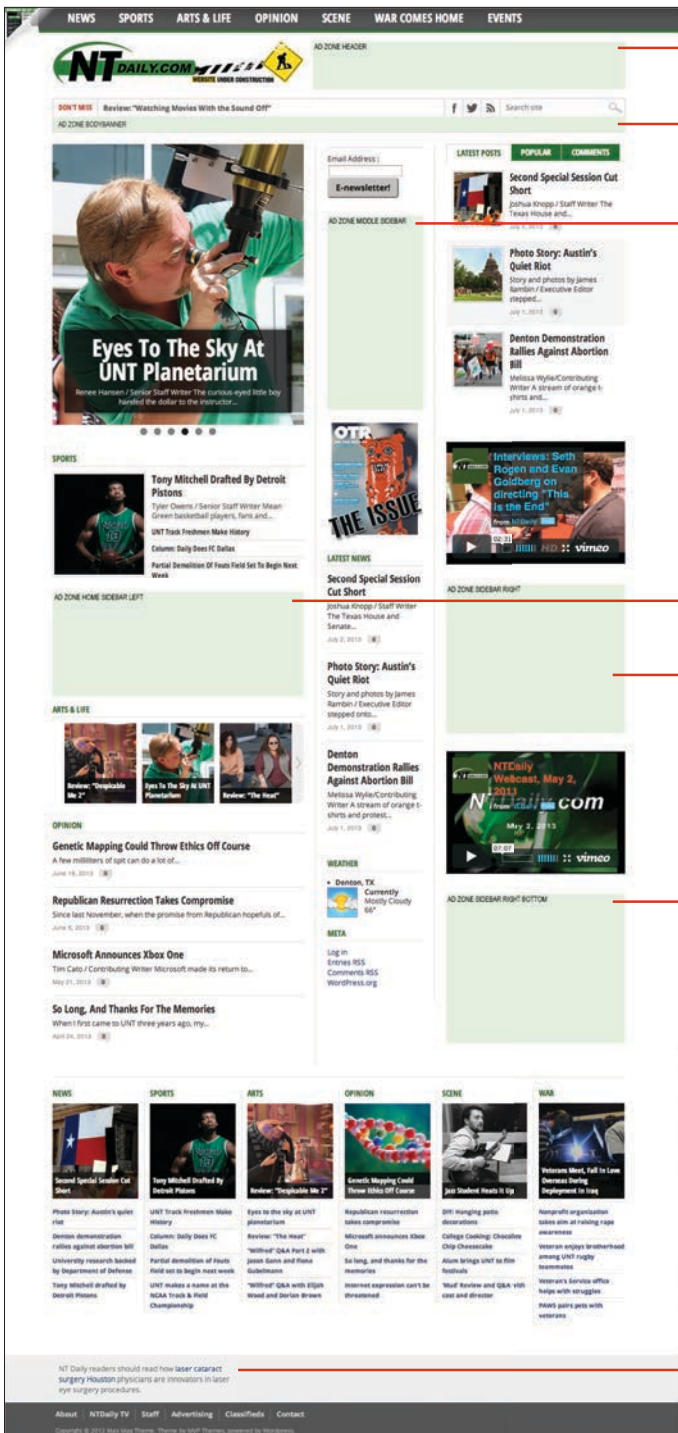
4" x 2"

# DIGITAL PRESENCE



**CORNER AD** 504 x 504px  
\$250/week or \$900/month  
art needs to be in the top-left third of the overall size

**Average visits:**  
5,000+/week  
**Average Page Views:**  
10,000+/week



**HEADER AD** 525 x 80px  
\$175/week or \$620/month

**BANNER AD** 959 x 25px  
\$115/week or \$400/month

**MIDDLE AD** 160 x 325px  
\$170/week or \$600/month

**HOME LEFT AD** 420 x 175px  
\$120/week or \$430/month

**SIDEBAR RIGHT AD** 300 x 250px  
\$100/week or \$350/month

**SIDEBAR RIGHT BOTTOM AD**  
300 x 250px  
\$70/week or \$250/month

**TEXT LINKS**  
10 WORD LIMIT, INCLUDE LINK TO SITE \$50/MONTH

# DEADLINES & DISCOUNTS

## PRINT DISCOUNT

Entire Year, Aug - May   
20% off



Semester, Spring/ Fall   
15% off

## ONLINE DISCOUNT

Entire year/12 months  
25% off

Entire semester/4 months  
20% off

## ISSUE DATES:

<p>August 2014</p> <table border="1"> <thead> <tr><th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th></tr> </thead> <tbody> <tr><td></td><td></td><td>1</td><td>2</td><td></td><td></td><td></td></tr> <tr><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr> <tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr> <tr><td>31</td><td></td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table>	S	M	T	W	T	F	S			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							<p>September 2014</p> <table border="1"> <thead> <tr><th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th></tr> </thead> <tbody> <tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr> <tr><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td></tr> <tr><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr> <tr><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td></tr> <tr><td>28</td><td>29</td><td>30</td><td></td><td></td><td></td><td></td></tr> </tbody> </table>	S	M	T	W	T	F	S		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					<p>October 2014</p> <table border="1"> <thead> <tr><th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th></tr> </thead> <tbody> <tr><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td></td></tr> <tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr> <tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td></tr> <tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td></tr> </tbody> </table>	S	M	T	W	T	F	S			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		<p>November 2014</p> <table border="1"> <thead> <tr><th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th></tr> </thead> <tbody> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr> <tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr> <tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr> <tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr> <tr><td>30</td><td></td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table>	S	M	T	W	T	F	S							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							<p> Special issue</p> <p> Summer magazine</p>																																										
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**DEADLINES:** TUESDAY ISSUE - previous Wednesday by 2 p.m.  
 THURSDAY ISSUE - previous Monday by 2 p.m.  
 Special issue and magazine deadlines - Two weeks prior

Your NT Daily Ad Department will call you in advance to remind you of all deadlines and special offers.



# RACKS

## Available Stops:

Discovery Park  
 Bruce Hall  
 McConnell Hall  
 College Inn  
 West Hall  
 Traditions Hall  
 Maple Cafeteria  
 Clark Hall  
 Crumley Hall  
 Mathews Hall N  
 Mathews Hall S  
 Wooten Hall E  
 Wooten Hall W  
 Kerr Hall  
 Music Building N  
 Music Building S  
 Chilton Hall L1  
 Chilton Hall L2  
 ESSAT E  
 ESSAT W  
 Chemistry Building  
 Terrill Hall  
 Marquis Hall  
 GAB L1S  
 GAB L1N  
 GAB L2  
 Life Sciences Complex A L1  
 Sycamore Hall N  
 Sycamore Hall W  
 Hurley Administration Building  
 Science Research Building  
 Auditorium W  
 Auditorium N  
 Language Building  
 Physics Building  
 Curry Hall  
 Physics Building  
 Sage Hall  
 RTVF  
 Physical Ed. Building  
 Pohl Rec. Building  
 Chestnut Hall



**NT DAILY.COM**

The LATEST COVERAGE and CALENDAR EVENTS

**Your AD Here!**  
 Contact Us Today!  
 (940) 565-2851  
 dailyads@unt.edu

## Consistent Impact!

Be the first thing readers see when they pick up the paper. Sponsor our racks and get your ad on 50 stands right above the newspaper.

**\$40 per stand/month**  
 (minimum of 5 stands)



**10-20 = 15% OFF**  
**20-40 = 25% OFF**  
**40+ RACKS = 30% OFF**



# SPECIAL ISSUES



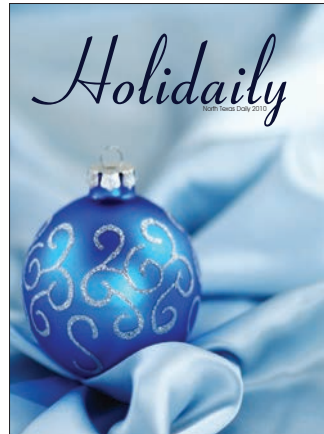
## Homecoming

This issue reaches students, parents, and alumni in the paper and again at the game day celebration. Distributed in October.



## Spring Special

This issue features great spring activities around Denton. It will also be distributed in two different issues. Distributed in March.



## Holidaily

Gift guide, semester wrap-up, and holiday preview – The Holidaily has them all. Distributed in December.



## Graduation/ New Student Guide

This issue catches all students and parents as they join the NT community. Distributed in May and at all orientations.

<i>Placement</i>	<i>1 Issue</i>	<i>2 Issues</i>	<i>4 Issues</i>	<i>7 Issues</i>
Back Cover (glossy)	\$1000	\$800	\$750	\$700
Inside Front Cover (glossy)	\$800	\$640	\$600	\$560
Inside Back Cover (glossy)	\$900	\$560	\$525	\$490
Doubletruck	\$800	\$720	\$675	\$630
Full page (color)	\$400	\$320	\$300	\$280
Full page (b&w)	\$350	\$280	\$263	\$245
1/2 page (color)	\$250	\$200	\$188	\$175
1/2 page (b&w)	\$200	\$160	\$150	\$140
1/4 page (color)	\$175	\$140	\$132	\$123
1/4 page (b&w)	\$150	\$120	\$113	\$105

# ON THE RECORD



The NTDaily's summer magazine, On the Record, goes on stands once a month throughout the summer.

Reserve your spot now for placement in these popular issues. Discounts only apply to issues published between September and the following August.

**Back page: \$1300**  
**Inside Front: \$1100**  
**Doubletruck: \$1300**  
**Color page: \$550**  
**B/W page: \$475**  
**1/2 page Color: \$450**  
**1/2 page b/w: \$400**

**RESERVE NOW!**  
**SPECIAL PAGES GO FAST!**

June 2015							July 2015							August 2015						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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# POST-ITS

Get maximum exposure with the only advertising allowed on the front page. The front page post-it is a great way to get seen.

## Post-its

2 7/8" x 2 5/8"  
Round corner, rectangle  
White semi-gloss



### GREAT FOR:

- Coupons
- Events
- Sales

	1 day run 3,000 left over	2 day run	3 day run	4 day run
	<b>10,000</b>	<b>14,000</b>	<b>21,000</b>	<b>28,000</b>

1 color:	\$750	\$1300	\$1850	\$2400
2 color:	\$825	\$1475	\$1900	\$2475
3 color:	\$845	\$1500	\$1950	\$2525
4 color:	\$925	\$1575	\$2025	\$2675
4 color process:	<b>X</b>	<b>X</b>	<b>X</b>	\$2850

A minimum of 10,000 printed. 3,000 left over for your use. Choose multiple days for the best savings and most reach. We will handle the design and printing. All you have to do is pick your dates. Please allow for a two week lead time for printing.



# ON THE RECORD

Your business at the fingertips  
of the UNT student market!

## What this means for your business . . .

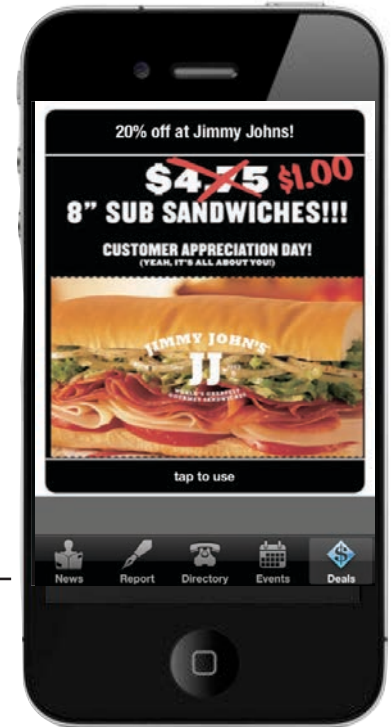
For a limited time we are offering this unique opportunity at an amazing price. Your business will be featured under the deals button. Students will use this to find deals on eating, living and everything in between.

**2 WEEKS - \$150**  
(no art change)

**4 WEEKS - \$250**  
(two art changes)  
package it with 2 print ads  
and get 10% OFF

**8 WEEKS - \$450**  
(three art changes)  
package it with 8 print ads  
and get 20% OFF

**Whole semester - \$650**  
(four art changes)  
package it with 14 print ads  
and get 30% OFF



## App Features . . .

- Updated headlines
- Interactive student reporting
- Denton and campus event listings
- Campus map
- Bus routes
- Metered parking spots
- Computer lab locations
- Complete list of student orgs
- Frequently needed UNT numbers
- Dining hall locations and menu

**AND**  
**YOUR BUSINESS**



# ACT FAST!

**Purchase the whole semester for \$3300**

**TUESDAY PUZZLES PAGE**

**SPONSORSHIP AREA**

su do ku  
© Puzzles by Peppercorn

The entire area for \$375/per issue

**Half size**

\$185/per issue

**Quarter size**

\$160/per issue

### THURSDAY LISTINGS:

**Thursday 8/29**

- Imminista autectas est-simi, officii derant que erita que di in re, sus. Ucliet ad quia dolestem aritorov, tentist, odiorer-modi vent.
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**Friday 8/30**

- Imminista autectas est-simi, officii derant que erita que di in re, sus. Ucliet ad quia dolestem aritorov, tentist, odiorer-modi vent.
- Ebit verumquatum lab lips exorio. Ansi nistisim, tem susam repes modi nossequi doleas

**Saturday 8/31**

- Imminista autectas est-simi, officii derant que erita que di in re, sus. Ucliet ad quia dolestem aritorov, tentist, odiorer-modi vent.
- Ebit verumquatum lab lips exorio. Ansi nistisim, tem susam repes modi nossequi doleas

**Sunday 9/1**

- Imminista autectas est-simi, officii derant que erita que di in re, sus. Ucliet ad quia dolestem aritorov, tentist, odiorer-modi vent.
- Ebit verumquatum lab lips exorio. Ansi nistisim, tem susam repes modi nossequi doleas

**Includes a listing online and a spot app for FREE!**

**2x2 Awareness ad next to the entertainment listings**

Purchase the entire semester for \$600 (14 issues)  
**OR \$55/per issue**

# PRE-PRINTED INSERTS & COLOR

## Pre-printed inserts

**\$120 per thousand - National rate**

(8,000 minimum)

No discounts are available for pre-printed inserts. Advertisers must pay for a full press run regardless of the number of inserts running.

## Color

Color is a great way for your ad to attract readers eyes. Discounts are applied before color charge.

### Awareness &

**Breakthrough Size // \$150**

**Impact Size // \$250**

**Dominance Size // \$350**

# SOCIAL MEDIA

The NTDaily has over 2,700 Facebook likes and 5,000 Twitter followers.

Let us start the conversation with your message.

Only one business per day per social media platform



@ntdaily



facebook.com/NorthTexasDaily

## FALL 2014

### Purchase by:

September 10	12 posts (6 Facebook, 6 twitter)	\$400
September 24	10 posts (5 Facebook, 5 twitter)	\$350
October 22	8 posts (4 Facebook, 4 twitter)	\$300
November 19	6 posts (3 Facebook, 3 twitter)	\$250

Individual posts: \$75/facebook & \$75/Twitter

## SPRING 2015

### Purchase by:

January 21	12 posts (6 Facebook, 6 Twitter)	\$400
February 11	10 posts (5 Facebook, 5 Twitter)	\$350
March 4	8 posts (4 Facebook, 4 Twitter)	\$300
April 8	6 posts (3 Facebook, 3 Twitter)	\$250

Individual posts: \$75/facebook & \$75/Twitter