



THE DAILY ATHENAEUM

ADVERTISING RATES
& INFORMATION

2011-2012

CONTACT INFORMATION

THE DAILY ATHENAEUM
 284 Prospect St., Morgantown, WV 26506
Retail/Classified/Business: (304) 293-4141
Newsroom: (304) 293-5092 • **Fax:** (304) 293-6857
Web Site: www.thedaonline.com
Email: da-ads@mail.wvu.edu; da-classifieds@mail.wvu.edu
 da-production@mail.wvu.edu; da-editor@mail.wvu.edu

The Daily Athenaeum is West Virginia University's award-winning daily newspaper. For over 100 years *The Daily Athenaeum* has been the voice of the Mountaineers. It is published Monday-Friday and is the 9th largest circulation newspaper in the state of West Virginia.

PERSONNEL

Alan R. WatersDirector
 Bonnie R. Fisher..... Advertising Manager
 Jami A. Christopher.....Production/Systems Manager
 Roy Bate.....Distribution Manager
 Pamela Dodson.....Accounting/Classified Manager
 Josh Zontek.....Graduate Assistant
 Kyle Hess Student Business Manager

TERMS AND POLICIES

Out-of-town and new advertising accounts must pre-pay for advertising until credit is established. All political, "closing" and "going out of business" advertising must be prepaid. To establish a credit account, an advertiser is required to complete a credit application and prepay until credit has been verified. *(Please allow 30 days for approval.)*

All accounts which have been granted billing privileges are allowed 30 days past the billing date to pay the balance in full. All balances not paid in 30 days are subject to a finance charge of 1.5% per month. Any errors on billing invoices must be brought to management's attention within 30 days of receipt of invoice. In the case of a disputed charge, the remainder of the balance due should be paid along with written notification for the reason of the amount withheld. No adjustment will be made for errors that do not materially affect the value of the advertisement. Advertising which has minor discrepancies such as misspelling or small type transposition, but which do not affect the ability of the reader to respond to the ad will be considered substantially correct and full payment is required. The Daily Athenaeum is not responsible for advertisements which do not appear. All negotiations regarding a complaint are dealt with on an individual basis and must be personally approved by the Director.

Accounts not paid 60 days from billing date are considered delinquent and will be turned over for collection at the Accountant's discretion. No advertising will be accepted on delinquent accounts until the balance is paid.

The Daily Athenaeum retains the right to refuse any ad for any reason. All advertising phraseology and/or subject matter is subject to editing, altering, approval or rejection by the Student Business Manager and the Student Ad/Editorial Board of *The Daily Athenaeum*.

Ads created by *The Daily Athenaeum* will be available for proofing prior to publication. Proof service is to correct typographical errors and deviations from original layout - not for alterations, size changes or additions of new copy. When proofs are delivered, responsibility for correction is that of the advertiser. Upon approval, *The Daily Athenaeum* is no longer liable for errors. Additional charges may be assessed for more than two proof changes.

Positioning of advertisements in the paper will be done on a request basis and handled as such. Requests for position will be honored when possible but no page position can be guaranteed. Any standard advertising position may be purchased at 25% of the cost of said advertisement when possible (minimum advertising size will be 10 inches.) Position will be sold on a first come, first serve basis.

Advertising simulating news can be set in body type, but must carry the word "advertisement". Normally, no display advertising will be published upside down, sideways, or in any other manner that is not in keeping with good, traditional newspaper make-up.

DISPLAY AD DEADLINES

Publication Day	Deadline	Time
MONDAY	THURSDAY	4:30 P.M.
TUESDAY	FRIDAY	4:30 P.M.
WEDNESDAY	MONDAY	4:30 P.M.
THURSDAY	TUESDAY	4:30 P.M.
FRIDAY	WEDNESDAY	4:30 P.M.

Deadline for all advertising space, color, copy and payment is 4:30 p.m. Eastern time, two business days prior to publication. Cancellation or changes in ads cannot be accepted after deadline.

DISPLAY ADVERTISING RATES

National Rate / Local Open\$12.65 per column inch
Non-Profit Rate / Campus Rate\$9.11 per column inch
Monday / Tuesday Discount*25% OFF

*Run an ad any day of the week Monday through Friday and run the same ad the following Monday AND/OR Tuesday at 25% Discount.

BULK CONTRACT RATES

100" Annually	\$10.36
250" Annually	\$9.75
375" Annually	\$9.42
500" Annually	\$9.09
750" Annually	\$8.74
1000" Annually	\$8.40
1400" Annually	\$8.10
1800" Annually	\$7.90
2500" Annually	\$7.73

Contracts run from August 15 to August 15 of the following year. No new business may sign a contract higher than 1,000 inches without special permission. If the terms of an advertising contract are not fulfilled by the expiration date, The Daily Athenaeum will bill for the contract differential.

Grand Opening Rate* \$6.63 per column inch

*Are you a new local business? Place your Grand Opening Ad for one-half price! Run your first ad of 30" or more and receive 50% off the local open rate. Then run as many ads as you like for the next four weeks at a 25% discount off the local open rate. After the four weeks is over you may sign a local contract with the inches already run being credited toward the total inches needed to fulfill it. Shows, concerts, traveling sales, political ads and other transient advertisers do not qualify for this rate.

WEB ADVERTISING

Web advertising is now offered by The Daily Athenaeum online.

	1 Month	3 Month	6 Month
Top Banner	\$300	\$600	\$900
Side Boxes	\$275	\$500	\$800

*Maximum of 4 rotating ads all pages the same.

*For additional information and terms call 304-293-4141

COLOR RATES

You have a variety of color choices in every issue of *The Daily Athenaeum*. Demographics show that color can increase ad awareness by 77%.

One spot color + black.....	\$165 per page
Two spot colors / one pantone + black.....	\$235 per page
Full Process Color	\$275 per page

(Ask About Special Color Contract Rates!)

INSERTS

A single sheet insert (8 1/2 x 11") is \$615.00

2-4 pages	\$685.00
6-8 pages.....	\$720.00
10-12 pages.....	\$755.00
14-16 pages.....	\$790.00
18-20 pages.....	\$825.00
22-24 pages.....	\$870.00

The Daily Athenaeum has a flat rate for inserting advertising material. Charges are based on 12,000 circulation. Reservations must be made 7 days in advance of publication with *The Daily Athenaeum* Advertising Supervisor, Bonnie Fisher, phone #(304) 293-4141. All inserts require acceptance of sample copy by *The Daily Athenaeum* before scheduling.

If preprints are shipped without gaining prior notice of acceptability, The DA will not be responsible for loss or return of shipment.

Inserts must be received at The Herald Standard, 8 East Church St., Uniontown, PA 15401.

ATTN: Lou Tom They must be received at least 5 days in advance between 6 a.m. - 4 p.m. Phone: 724-439-7552.

CLASSIFIEDS

CLASSIFIED ADS - LINE RATES

1 Day	\$5.28
2 Days	\$9.68
3 Days	\$13.20
4 Days	\$17.60
5 Days	\$22.00

20 word maximum. For each word over 20 - 20¢/per word per day
1 pt. rule around line ad - \$2.50/day extra
All Words Bold - \$2.00/day extra

CLASSIFIED ADS - DISPLAY RATES

	*Contract	Non-Contract
1x2 "	\$22.68	\$26.44
1x3".....	\$34.02	\$39.66
1x4".....	\$45.36	\$52.88
1x5".....	\$56.70	\$66.10
1x6".....	\$68.04	\$79.32
1x7".....	\$79.38	\$92.54
1x8".....	\$90.72	\$105.76

*Deadline is 12:00 p.m. the day before publication. Contract rates apply only if at least 1/2 of available run dates are used during a one (1) month period.

SPECIAL SECTIONS

CROSSWORDS & COUPONS



The Daily Athenaeum has created a brand new promotion opportunity! The Daily Athenaeum's Crossword Puzzle is one of the most noticeable sections in our paper and is now available for sponsorship. The sponsorship is 3 columns wide by 1 inch deep and will run directly below the crossword puzzle. The normal advertising

deadlines apply. A premium rate of \$250.00 will be charged for a weekly sponsorship (5 consecutive run dates) and \$850 for a monthly sponsorship (4 consecutive weeks). This sponsorship will only advertise non-alcohol promotions due to the content that appears daily in the Campus Calendar. Please call our office for additional information.

FRONT PAGE ADVERTISING

Front page advertising is now offered in The Daily Athenaeum. The new premium space is 3.6667" wide x 2.4838" deep; located in the bottom right hand position of the front page. The normal advertising deadlines apply. A premium rate of \$375.00 is available per insertion. Please call your sales representative or our office for additional information.



FOOTBALL SATURDAY EXTRA



Advertise in this special football edition to be published for all home football games. Catch all the fans that will be in town for the weekend. As a special bonus we are offering multiple-run discount contract rates. Most fans will seek entertainment, food and lodging during their stay in Morgantown – spending an estimated \$50.00 per person or \$3 million plus per home game. For further details or to have a sales executive come to your business. **CALL (304) 293-4141 TODAY!**

MECHANICAL SPECS

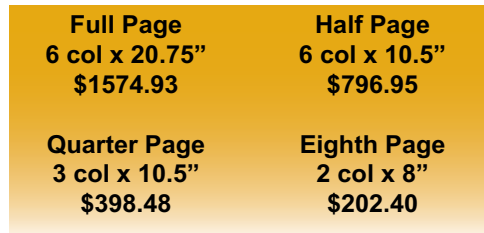
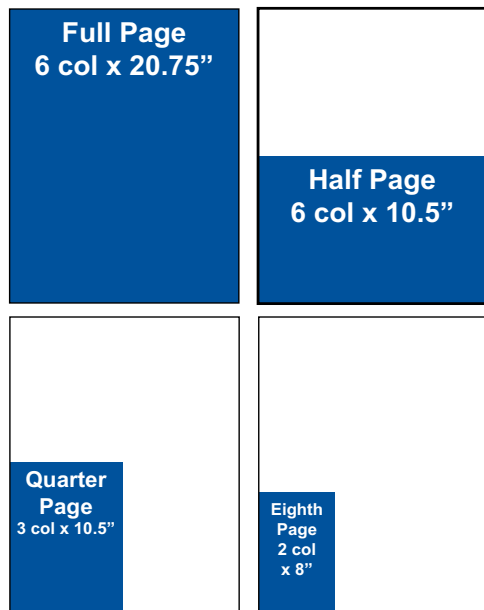
Broadsheet Format 6 col x 20.75" depth

Columns	Points	Inches
1	123	1.708"
2	255	3.541"
3	387	5.375"
4	519	7.208"
5	651	9.041"
6	783	10.875"

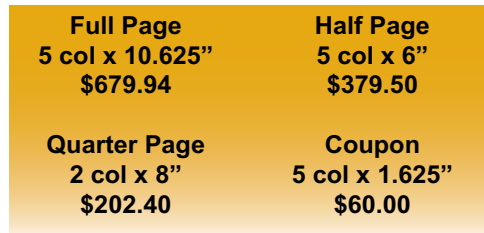
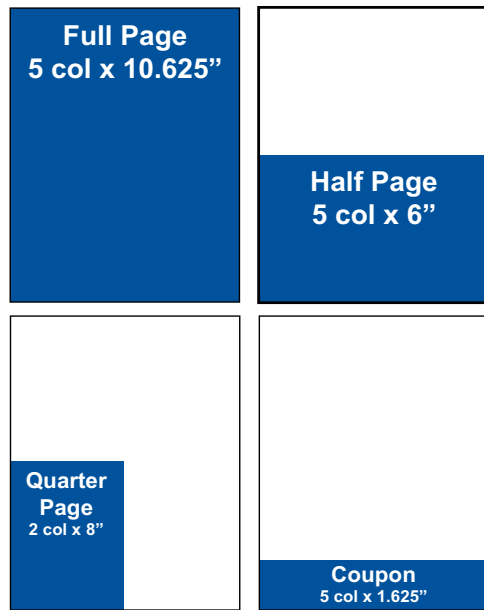
Tabloid Format 5 col x 10.625" depth

Columns	Points	Inches
1	123	1.708"
2	255	3.541"
3	387	5.375"
4	519	7.208"
5	651	9.041"

REGULAR EDITION



TABLOID EDITION



6 Columns 10.875" 783 pt

9

8

7

6

5

4

3

2

1

DEMOGRAPHICS



WHY DO I NEED THE STUDENT MARKET

The Daily Athenaeum provides the only way for advertisers to reach the entire West Virginia University community. For over 100 years, *The Daily Athenaeum* has been the voice of the Mountaineers. It is published Monday through Friday during the regular school year. It is the 9th largest circulation newspaper in the state of West Virginia and the only daily collegiate publication in the state.

Our newspaper offers total market coverage of WVU university, reaching a 1 billion dollar market. The market has an estimated 41,000 readers - 22,303 students, 5,266 Grad Students, 8,363 faculty and staff and 5,000 Medical Center employees. *The Daily Athenaeum* offers you this market - one that is virtually unattainable through any other advertising medium. Where else can you find such a concentrated market with thousands of potential new customers each year?

The Daily Athenaeum Statistics:

- 82% of students frequently read newspaper advertisements for groceries
- 95% of faculty and staff frequently read newspaper advertisements for groceries
- 48% of students frequently read newspaper advertisements for clothing
- 45% of faculty and staff frequently read newspaper advertisements for clothing
- 62% of students on average spend up to \$100 in groceries per week.
- 71% of faculty and staff spend \$100 or more in groceries per week.
- 78% of students eat out 1-3 times per week
- 80% of faculty and staff eat out 1-3 times per week
- 59% of students use coupons that are advertised in the Daily Athenaeum
- 74% of faculty and staff use coupons that are advertised in the Daily Athenaeum
- 85% of students have cars or access to cars on campus
- 63% of students have opened a bank account in Morgantown

WHO ARE WVU STUDENTS AND STAFF?

EDUCATIONAL LEVEL

Undergraduate.....	22,303
Graduate.....	5,266
First-Professional.....	1,737
Total Enrollment.....	29,306

AGE

18 - 19	26.5%
20 - 21	40.5%
Over 21	33%

GENDER

Male Students.....	46%
Female Students	54%

HOUSING

On-Campus	20%
Off-Campus	80%

NUMBERS

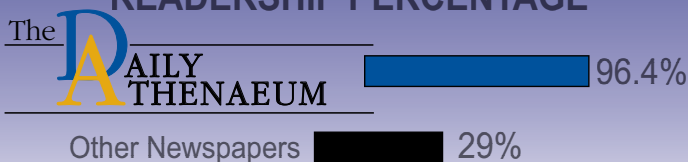
Students	29,306
Faculty / Staff / Employees.....	8,363
Total	37,669

CIRCULATION FACTS

DISTRIBUTION AREAS

Libraries and Classroom Buildings	52%
Dining Halls and Student Buildings	30%
Downtown Campus	10%
Evansdale Campus	8%

READERSHIP PERCENTAGE



2011-2012 PUBLICATION & SPECIAL PROMO SCHEDULE

FALL SEMESTER 2011

	Pub Date	Deadline
Back to School	Aug. 19	Aug. 12
Half-Price Pick Up Sale	Aug. 22	Aug. 18
Stadium Edition	Sept. 2/4	Aug. 30
Stadium Edition	Sept. 9/10	Sept. 6
Coupon Clipper	Sept. 14	Sept. 9
Downtown Pages	Sept. 16	Sept. 13
Stadium Edition	Sept. 23/24	Sept. 20
Stadium Edition	Sept. 30/ Oct. 1	Sept. 27
Stadium Edition	Oct. 7/8	Oct. 4
Diversity Week	Oct. 13	Oct. 10
Fall Family Weekend	Oct. 14	Oct. 11
Health & Recreation Guide	Oct. 26	Oct. 21
Halloween Promotion #1	Oct. 27	Oct. 24
Halloween Promotion #2	Oct. 28	Oct. 24
Mountaineer Week	Nov. 2	Oct. 28
Stadium Edition	Nov. 4/5	Nov. 1
Coupon Clipper	Nov. 9	Nov. 4
Stadium Edition	Nov. 25	Nov. 16
Holiday Gift Guide	Dec. 9	Dec. 6
Half-Price Pick Up Sale	Dec. 12	Dec. 8

SPRING SEMESTER 2012

	Pub Date	Deadline
Back-to-Books	Jan. 9	Jan. 5
Housing Guide	Jan. 11	Jan. 6
Coupon Clipper	Jan. 25	Jan. 20
Capital Classic - WVU vs. Marshall	TBA	TBA
Valentine Pages #1	Feb. 13	Feb. 8
Valentine Pages #2	Feb. 14	Feb. 8
Spring Tabloid	Feb. 22	Feb. 17
Big East Preview Tab	Mar. 5	Feb. 29
NCAA Pages	Mar. 12	Mar. 7
St. Patrick's Day #1	Mar. 15	Mar. 12
St. Patrick's Day #2	Mar. 16	Mar. 12
Weekend of Honors Tab	TBA	TBA
Coupon Clipper	Apr. 11	Apr. 5
Half-Price Pick Up Sale	Apr. 30	Apr. 26

SUMMER SEMESTER 2012

	Pub Date	Deadline
Graduation Edition	May 11	May 9
Freshman Survival Guide	May 31	May 24
Summer Coupon Clipper	Jun 27	Jun. 22

2011 Home Mountaineer Football

Sept. 4 (ESPN) Marshall

Sept. 10 Norfolk State

Sept. 24 LSU

Oct. 1 (Homecoming) Bowling Green

Oct. 8 UCONN

Nov. 5 Louisville

Nov. 25 Pittsburgh



The **D**AILY **A**THENAEUM
2011 - 2012
ADVERTISING RATE AND INFORMATION

Gold Denotes Publishing Days

August 2011

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			

September 2011

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	

October 2011

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

November 2011

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			

December 2011

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

January 2012

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				

February 2012

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			

March 2012

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

April 2012

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					

May 2012

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		

June 2012

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

July 2012

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				