



Digital & More Fall 2019 - Spring 2020



Tweets

Singular Tweet	\$50
Package of 3	\$120

Web Advertising

Top Banner	\$350/month
Side Box	\$325/month
Ticker Sponsor	\$375/month
Social Media	\$300/month

Web + Print

Football Package	\$825
6 home game roster ads and a digital ad on our sports page (Sept.-Nov.)	

Inserts	\$475/day
Bin Advertising	\$450/month
PR Booths	\$250/2hrs

Accepted Digital Formats:

Ads should be in jpg or png format, RGB color and 300 resolution.



Ask us about designing your next ad, brochure, mailer or logo! Need business photos or a video? Call Prospect and Price today, our student run creative services agency!

304-293-0083

CLASSIFIEDS

Line Ad Rates (20 words or less)

1 edition	\$9
2 editions	\$16
3 editions	\$21
4+ editions	\$6 per day

Additional Charges

Boxed Ad	\$3 per day
All Letters Bold	\$3 per day
Words over 20	\$0.20 per word per day

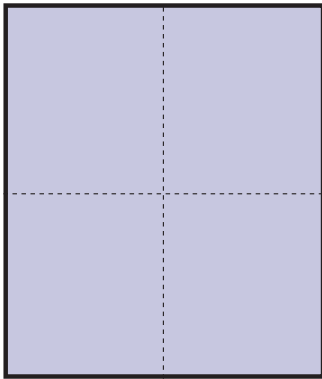
Classified Display Rates

1x2	\$35
1x3	\$53
1x4	\$70
1x5	\$85
1x6	\$105

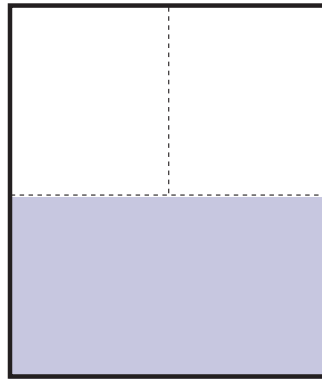
Classified deadline is noon one business day prior to publication.



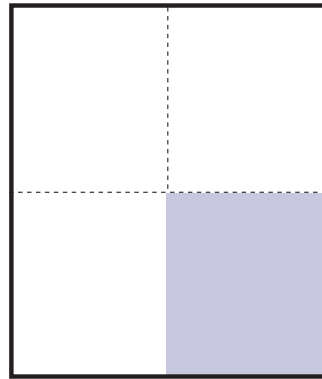
Print Options Fall 2019 - Spring 2020



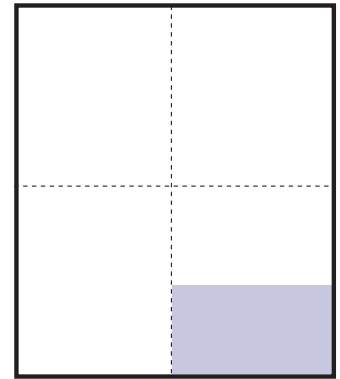
Full Page \$635
10.33" x 12.75"



1/2 Page \$365
10.33" x 6.295"



1/4 Page \$232
5.085" x 6.295"



1/8 Page \$163
5.085" x 3.0675"



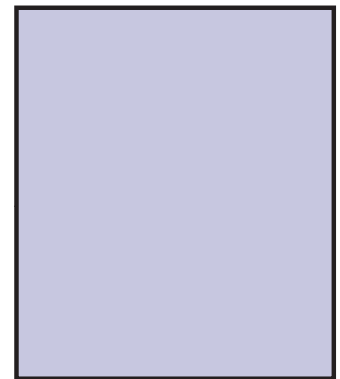
Front Banner \$210
10.33" x 2"



Page 2 \$225
6.8333" x 3.5"



Chill Page \$90
5.085" x 3"



Back Page \$730
10.33" x 12.75"

Mechanical Specs

1 column	1.5883"
2 column	3.3366"
3 column	5.085"
4 column	6.8333"
5 column	8.5817"
6 column	10.33"

*Semester contracts will receive a 10% discount

*Year contracts will receive a 20% discount.

Deadlines

All display advertising space must be reserved by noon two business days prior to publication. Artwork is due by noon Wednesday for Thursday publication and noon Friday for Monday publication.

Ad Submission

Fonts must be embedded in the ad. Images should be at least 300 dpi, CMYK and correct dimensions. All black text/images must be true black. Microsoft Word or Publisher files will not be accepted. PDF files preferred.

CALENDAR

Publication dates are marked in **BOLD** • Special edition **RED** • The DA is inserted into The Dominion Post on Mondays

AUGUST

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

OCTOBER

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		

DECEMBER

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

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

APRIL

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		

POLICIES

Cancellations

No cancellations accepted after space deadline. Space deadline is noon two business days prior to publication.

Errors

The DA is not responsible for errors in advertisements that are provided by the client. If the newspaper is at fault, the client must make a claim within 5 days of publication. Compensation is made at the discretion of the Sales Advisor.

Billing Terms

All advertising requires prepayment unless credit has been established. Payment is due 30 days from the invoice in cases of credit. Accounts falling 6 days past due will revert to prepayment and must pay the past

SEPTEMBER

S	M	T	W	T	R	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					

NOVEMBER

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

JANUARY

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	

MARCH

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				

MAY

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 / ₃₁	25	26	27	28	29	30

FALL SEMESTER

Welcome Home edition	Aug. 22
Football edition	Aug. 29
Football edition	Sept. 12
Football edition	Oct. 3
Football edition	Oct. 7
Football edition	Nov. 7
Football edition	Nov. 21
Living Guide	TBA

SPRING SEMESTER

Welcome Back edition	Jan. 13
National Reach Your Potential	Jan. 2020
Valentine's Day Ads	Feb. 10
Valentine's Day Hearts	Feb. 13
April Fools Day (no advertisements)	Mar. 30
New Student Orientation	June 1-30

2019 FOOTBALL SCHEDULE

Aug. 31	James Madison
Sept. 7	at Missouri
Sept. 14	at NC State
Sept. 21	at Kansas
Oct. 5	Texas
Oct. 12	Iowa State
Oct. 19	at Oklahoma
Oct. 31	at Baylor
Nov. 9	Texas Tech
Nov. 16	at Kansas State
Nov. 23	Oklahoma State
Nov. 29	at TCU
Dec. 7	Big 12 Championship

*Home games in bold

due amount in full. Submission of an insertion order is a binding contract (see cancellation policy).

Proofs

Proofs will be furnished upon request. Proofs must be corrected and approved within deadlines.

Credit Cards

Credit card charges must be authorized by the customer for each charge. We take Visa, Master Card, and Discover.

Credit

Credit is offered on a limited basis to preferred advertisers, subject to approval by the DA business office.

Right of Refusal

The DA reserves the right to refuse any advertisement.

Advertising simulating news must be clearly labeled "advertisement."

The DA will not accept any advertisement that is libelous; promotes academic dishonesty; violates any federal, state or local laws; or encourages discrimination against any individual or group on the basis of race, sex, age, color, creed, religion, national origin or disability.

The Daily Athenaeum
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