

THE DAILY ATHENAEUM



Media Kit 2015 - 2016

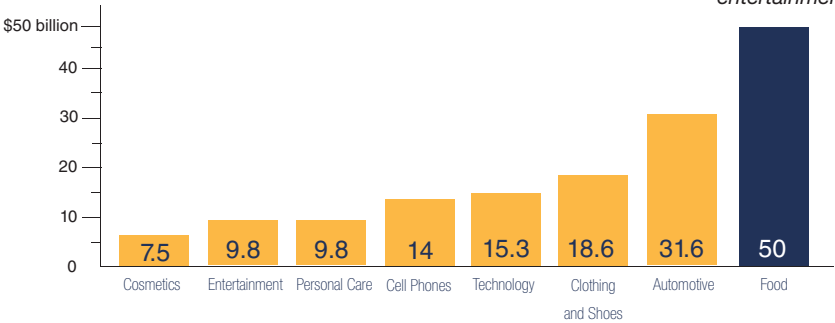


West Virginia University

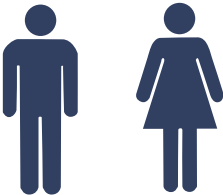
Student Spending

Source: re: fuel college explorer '14. 1209 sample

Students spend more on food than on phones, clothing, and entertainment combined.

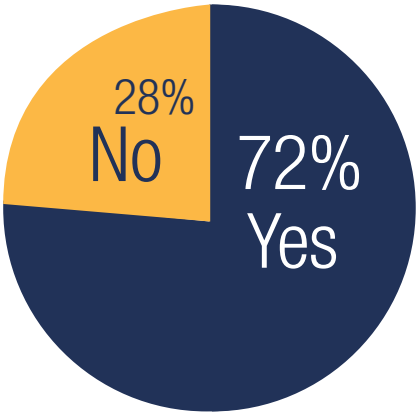


Top 5 Ads That Students Find Appealing



1	Video Games	Upcoming Movies
2	Upcoming Movies	Health and Beauty
3	Tech Products	Fashion
4	New Products and Services	Video Games
5	Cars & Trucks	Tech Products

Are students receptive to brand samples?



After brand sampling, 55% went on to purchase brands that were sampled.

47% purchased a brand's product after going to a sponsored event.

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CONTACT INFORMATION

The Daily Athenaeum

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da-production@mail.wvu.edu
danewsroom@mail.wvu.edu
thedaonline.com

For our advertising policies and terms please contact your media consultant.



DIGITAL

AD TYPE	CPM/ROS	CPM/TARGETED
Pencil Ad.....	\$9.00	\$10.00
Page Curl	\$9.00	\$10.00
Top/Bottom Leader Board	\$8.00	\$9.00
Side Box	\$8.00	\$9.00
Large Panel	\$8.00	\$9.00
In-Story Ad	\$7.00	\$8.00
Center Banners	\$7.00	\$8.00

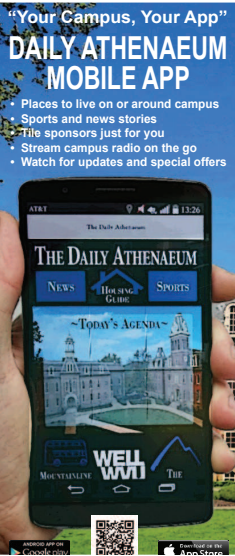
THE DAILY ATHENAEUM DIGITAL STATISTICS ACADEMIC YEAR 2014-2015

1,340,119 page views - 670,370 of those were from mobile devices.
(Source: TownNews) Accumulative totals are from August 2014 to April 2015. Social Networks include: Facebook, Twitter, Instagram and YouTube.

Customize your digital experience by creating a package to target your audience. Ask us about the following packages or special promotions that do include special rates:

- Sports Sponsorships
 - Distribution Bin Stickers
 - Housing Options
 - Front Page Post-Its
- Campus Connection Page
 - Front Page Banners
 - Inserts
 - Daily Classified Specials

MOBILE APP



You'll 'App'solutely love our App. Available for iPhone, iPad, and Android devices. Our students are on the move and our App has everything they need to check in and find out what's going on around campus. We have three options that will get your business noticed:

Tile ads (limit 3)	\$150.00/month
Interstitial Ads	\$125.00/month
In App Banners	\$75.00/month



Scan QR Code
for fast download of the
Daily Athenaeum Mobile App

CLASSIFIED ADVERTISING RATES

CLASSIFIED DISPLAY ADS

SIZE	Rates
1x2"	\$24.95
1x3"	\$37.42
1x4"	\$49.90
1x5"	\$62.38
1x6"	\$74.85
1x7"	\$87.33
1x8"	\$99.80
2x2"	\$49.90
2x3"	\$74.85
2x4"	\$99.80
2x5"	\$124.75
3x2	\$78.59
3x3	\$117.89
3x4	\$157.19
3x5	\$196.48

CLASSIFIED LINE ADS

1 Day	\$5.81
2 Days	\$10.64
3 Days	\$14.52
4 Days	\$19.36
5 Days	\$24.20
1 point box around ad	+\$2.75 per day
All words bold in ad	+\$2.20 per day
Yellow highlight on ad	+\$3.50 per day

DEADLINE

Classified ad deadline is 2 p.m. day prior to publication.

NEW THIS YEAR!

Advertise within our classified section and view your ad online at thedaonline.com/classifieds. Extend your reach!

DISPLAY ADVERTISING RATES

DISPLAY OPEN / GROUP RATES

\$12.65.....	Local Open - National
\$9.11.....	Non-Profit - Campus
\$6.80.....	Student Club Organization

LOCAL ANNUAL CONTRACTS

Rate	Investment
\$10.36.....	\$1,000
\$9.75.....	\$2,500
\$9.42.....	\$3,500
\$9.09.....	\$4,500
\$8.74.....	\$6,500
\$8.40.....	\$8,500
\$8.10.....	\$11,500
\$7.90.....	\$14,500
\$7.73.....	\$19,500

Contracts are effective August 14, 2015 through May graduation. Contracts not fulfilled by May graduation expiration date will be billed for their contract differential, which is the difference between the rate signed for and the rate reached. (New businesses may not sign a contract that exceeds \$1,000 dollars without prior approval.)

Summer Advertising (Jun. 1 - Aug. 3)

Ask your media consultant for our summer rate package.

Premium Special Placement

Add an additional 25%

COLOR RATES

One Spot.....	\$90.00
Full	\$225.00

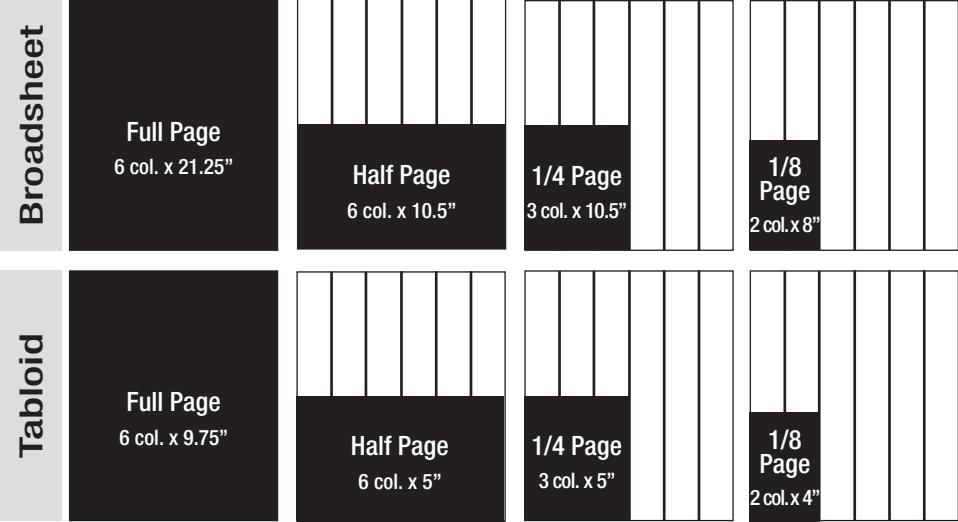
Demographics show that color increases ad awareness by 77%.

DEADLINES *(TWO BUSINESS DAYS PRIOR TO PUBLICATION BY 4:30 P.M.)*

Publication Day	Deadline
Monday.....	Thursday
Tuesday	Friday
Wednesday.....	Monday
Thursday	Tuesday
Friday	Wednesday

MECHANICAL SPECS

POPULAR NEWSPAPER SIZES



Columns	Points	Inches
1 columns.	112.013.....	1.556"
2 columns.	232.027	3.223"
3 columns.	352.040.....	4.889"
4 columns.	472.053.....	6.556"
5 columns.	592.067.....	8.223"
6 columns.	712.080.....	9.890"

CREATIVE SERVICES

AD/ARTWORK GUIDELINES

Send your ad or artwork at **300 dpi**. No artwork from the Web.

Color ads must be in **CMYK** format.

We accept **JPEG**, **PSD**, and **PDF** file formats.

Camera-ready artwork must be submitted by 12 noon, day of deadline.

Our award-winning design team is here for all of your business design needs. Does your business need a new logo, photos, video, digital/social presence or some creative ideas? Call to set up a meeting with our creative team today!

THE DAILY ATHENAEUM CURRENTLY PUBLISHES TWO MAGAZINES, GRADUATION AND WELCOME HOME.

SPECIAL BUYS

PREPRINTED INSERTS

A great way to advertise your offers and/or services is with inserts. These are popular wall-hangers to keep around and utilize within campus. When creating these, remember to keep it simple and worthwhile. Our community loves inserts to be useful!

INSERTING PRICES

1 page - \$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

Charges are based on our daily 10,000 circulation. Space must be reserved 7 days prior to insertion date by contacting your media consultant or Joanne Hunt - 304.293.0083. All inserts require approval of sample copy by The Daily Athenaeum. Inserts must be received at least 5 days prior to insertion. Contact Joanne Hunt for insert delivery instructions. *The above pricing does not include production cost of the item being inserted.

DISTRIBUTION BINS

Looking for a form of outdoor advertising? Consider our distribution bins. With 90 internal and external bins strategically located at various points within our campus, placing your message here will surely get it noticed and be well worth the investment. The best part about bin advertising is that all ads stay up for 1 month or longer. Ask your media consultant for additional details on bin advertising to see what option will work best for your business!

CRASHES

SUDOKU

CROSSWORD

PHOTO OF THE DAY

HOROSCOPE

CAMPUS CONNECTION PAGE

If you have an offer or want to really speak to our student, staff and faculty audiences, then this is the page for you. We have three color ad spots specifically designed to be noticed and cost effective. Ask your media consultant to see what this page looks.

Crossword Ad Sizes:

2 columns x 3" = \$75.00

2 columns x 6" = \$100.00

Photo of the Day Sponsorship:

6 columns x 1.5" = \$125.00

THE DAILY ATHENAEUM

Exit loan session required for grads

Students who are planning to leave the University of Virginia must attend an exit loan session before they can graduate. The session is required for all students who have borrowed federal or state loans. The session is held on the campus of the University of Virginia. The session is held on the campus of the University of Virginia. The session is held on the campus of the University of Virginia.

Three WVU students awarded Critical Language Scholarship

Three West Virginia University students have been awarded the Critical Language Scholarship. The scholarship is awarded to students who are studying in a critical language. The scholarship is awarded to students who are studying in a critical language. The scholarship is awarded to students who are studying in a critical language.

CULTURE TALK



Native American writer talks heritage, writing

SGA appoints Scott to 2014-15 Vice Chair

The Student Government Association has appointed Scott to the 2014-15 Vice Chair position. Scott is a student at the University of Virginia. Scott is a student at the University of Virginia. Scott is a student at the University of Virginia.

Community to recognize Autism Awareness

The community is coming together to recognize Autism Awareness. The community is coming together to recognize Autism Awareness. The community is coming together to recognize Autism Awareness.

FRONT PAGE BANNERS

Our front page banner ad is another great option. When there's no post-it ad, this ad is the only ad on the front page! Designed to be 6 columns by 1.5" deep and to run in full color, this ad is a real winner at only \$175 per run.

COLLEGE PHOTO

APPLY ONLINE TODAY

NEW ON-CAMPUS STUDENT HOUSING

Opening Fall 2014

FRONT PAGE POST-ITS

Our post-its get noticed! What's the secret? Front page presence. Ask us about these cool peel off forms of advertising — a great way to advertise sales, discounts, coupons and/or relocation of a business. *Post-Its will appear below the fold.

1 x \$615.00 (customer supplies post its)

1 x \$990.00 (DA Prints)

2 x \$1,230.00 (customer supplies post its)

2 x \$1,730.00 (DA Prints)

Children with disabilities jiu-jitsu, WVU's CPV

AAUW hosts Women's Empowerment Night

EW SNOW

THE DILLIARD WRITERS

ON THE ROAD AGAIN

WISP

DAILY CLASSIFIED SECTION

We found a way to capture our local market place right here in our newly created classified section.

Join us this year as we make our personal advertisers and our local businesses shine in 2015 - 2016. Ask us about our help wanted, entertainment, legal and business services enhancements.

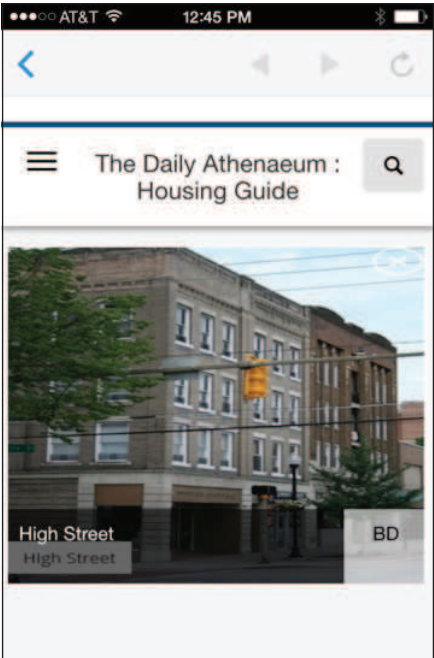
Looking for something? Chances are we have it.

Our readers will now become viewers as we go digital in 2015 - 2016.

HOUSING GUIDE

There is no better way for student Mountaineers to search available living options than with our newly created housing guide. Check it out by downloading our App by scanning this conveniently located QR Code.

Interested in advertising in the guide? Ask your media consultant for the details.



Scan QR Code
for fast download of the
Daily Athenaeum Housing Guide

2015 - 2016

Special Promotions Schedule

FALL SEMESTER 2015	DEADLINE	PUB DATE
Welcome Home Edition (Magazine)	July 10	August 17
Contracted Advertiser 1/2 price week	August 13	August 18-21
Living Guide Edition	TBA	TBA
Gameday Edition - Georgia Southern	September 1	September 4
Gameday Edition - Liberty	September 8	September 11
Gameday Edition - Maryland	September 22	September 25
Halloween Promo	September 29	October 1-30
Fall Family Weekend Edition	September 28	October 2
Breast Cancer Awareness	Oct. 1, 15, 22	Oct. 5, 19, 26
Gameday Edition - Oklahoma State	October 6	October 9
Mountaineer Week	October 27	October 30
Gameday Edition - Texas Tech	November 3	November 6
Veteran's Day Edition	November 6	November 11
Gameday Edition - Texas	November 10	November 13
Semester Advertiser 1/2 Price Edition	December 3	December 8

SPRING SEMESTER 2016	DEADLINE	PUB DATE
Welcome Back Edition	January 6	January 11
Contracted Advertisers 1/2 price week	January 7	January 12-15
Valentine's Promo	January 28	February 1-12
Big 12 Home Basketball	TBA	TBA
SGA Election	TBA	TBA
St. Patrick's Day Promo	February 25	March 1-17
Big 12 Basketball Tournament Edition	March 1	March 4
Graduation Edition (Magazine)	April 18	May 13 - 15
Semester Advertiser 1/2 Price Edition	April 26	April 29
New Student Orientation	May 16	June 1 - 30

* BIG 12 HOME BASKETBALL PAGES - TBA
 AFTER 2015 - 2016 BASKETBALL SCHEDULE IS ANNOUNCED.

The Daily Athenaeum

2015 - 2016 Publication Schedule

PUBLICATION DATES IN GOLD

CHECK OUT OUR WEB and MOBILE EDITIONS EVERY DAY

AUGUST 2015

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
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23	24	25	26	27	28	29
30	31					

SEPTEMBER 2015

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OCTOBER 2015

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NOVEMBER 2015

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29	30					

DECEMBER 2015

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27	28	29	30	31		

JANUARY 2016

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31						

FEBRUARY 2016

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28	29					

MARCH 2016

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20	21	22	23	24	25	26
27	28	29	30	31		

APRIL 2016

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MAY 2016

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JUNE 2016

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26	27	28	29	30		

JULY 2016

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