

## ADVERTISING OPTIONS PRINT - POPULAR SIZING & PRICING

### Size

1/8 Page.	2 columns x 8" or 4 columns x 4"
1/4 Page	3 columns x 10.5"
1/2 Page	6 columns x 10.5" or 3 columns x 21"
Full Page	6 columns x 21"

### Black & White

\$224.00
\$441.00
\$882.00
\$1,764.00

### Color

\$424.00
\$641.00
\$1,082.00
\$1,964.00

### Front Page Advertising

- 6 Columns x 2" per day - \$360
- 6 Columns x 3" per day - \$500

Note: These are the most common sizing options, but we have other options available.

## MECHANICAL SPECS

1 column.....	1.5556 inches
2 columns.....	3.2778 inches
3 columns.....	5.0 inches
4 columns.....	6.7222 inches
5 columns.....	8.444 inches
6 columns.....	10.1667 inches

## DIGITAL - POSITIONING & PRICING

Position	Monthly	Weekly
Top Leaderboard 728 x 90 pixels	\$450.00	\$125.00
Middle Leaderboard 728 x 90 pixels	\$500.00	\$150.00
Top Right Rectangle 300 x 250 pixels	\$375.00	\$100.00
Right Rectangle 300 x 250 pixels	\$350.00	\$100.00
Bottom Leaderboard 728 x 90 pixels	\$200.00	\$75.00

### Format

- Static ads - .jpg or .png
- Animated - .gif

## LOCAL RATE

\$14 per column inch

## CAMPUS RATE

\$13 per column inch

## REPEAT RATE DISCOUNT

\$11.20 per column inch

For each ad placed at the local rate, a repeat of that ad (no changes) can be placed within 30 days using the repeat rate.

\*Minimum size 7 inches.

## OUR REACH

The Daily Toreador has a print distribution of more than 80 locations: university residence halls, multiple buildings across campus and several off-campus sites. Our online and social media platforms serve audience members 24 hours a day, seven days a week.

We have an estimated 40,666 student enrollment this fall and 6,000 staff and faculty members.

## CONTACT US

**Dawn Zuerker**  
Sales Manager  
dawn.zuerker@ttu.edu  
806-742-3384

# THE DAILY TOREADOR

Texas Tech's Student News Outlet

**AUGUST 5**

## **Raiderland 1301**

Copies of this welcome-to-Lubbock issue placed in every dorm room prior to fall move-in

SPACE DEADLINE: JULY 15

**NOVEMBER 10**

## **Basketball Preview**

A look ahead to the Red Raiders' and Lady Raiders' upcoming basketball seasons

SPACE DEADLINE: NOV 3

**MARCH 2**

## **Spring Housing Guide**

Reaches out to students making plans for housing for the summer, fall and beyond

SPACE DEADLINE: FEB 23

**SEPTEMBER 22**

## **Football Preview**

An overview of Big 12 play, which kicks off this weekend in Lubbock against the University of Texas

SPACE DEADLINE: SEPT 15

**DECEMBER 8**

## **Finals Frenzy**

Our traditional end-of-semester finals survival publication; we're hoping it will double as a Red Raider football bowl game issue as well!

SPACE DEADLINE: DEC 1

**APRIL 20**

## **Raider's Choice Awards**

Showcases results from our three-week survey of students' Lubbock favorites -- food, services, shopping, entertainment and more

SPACE DEADLINE: APRIL 6

**OCTOBER 27**

## **Housing Guide**

Targets students making housing plans for coming semesters; coincides with Family Weekend Housing Fair

SPACE DEADLINE: OCT 13

**FEBRUARY 2**

## **Baseball/Softball Preview**

Sets the stage for the Tech baseball and softball teams as they open their seasons

SPACE DEADLINE: JAN 26

**MAY 4**

## **Finals Frenzy**

Our traditional end-of-semester finals survival publication

SPACE DEADLINE: APRIL 27

## **Fall & Spring TOREADOR MEDIA BUNDLES**

The more issues you purchase the bigger the discount!

1 issue - regular rates	5 issues - 35% off/ad
2 issues - 10% off/ad	6 issues - 40% off/ad
3 issues - 20% off/ad	7 issues - 45% off/ad
4 issues - 30% off/ad	8 issues - 50% off/ad

Summer special issues, Raider Life, and Raiderland 1301 are not included in this discount. If you choose to end your agreement early or run additional ads, your account will be charged accordingly.

These rates do not apply to those participating in the Housing Fair.

Please email [dawn.zuerker@ttu.edu](mailto:dawn.zuerker@ttu.edu) for more information about our Housing Fair bundles.