



OU
DAILY

2020-21
MEDIA KIT



WHAT IS OU DAILY?

We are the only media outlet dedicated to serving OU students, faculty, staff and alumni on campus and around the world for more than 100 years.

This makes us the best way to reach the most OU community members at one time.

We are OU Daily – a news organization that operates online 24/7 and produces a newspaper at least once a week.

We are Crimson Quarterly – a magazine aimed at faculty and staff and aspirational students, taking a deeper look at some of campus' most important issues and most interesting people.

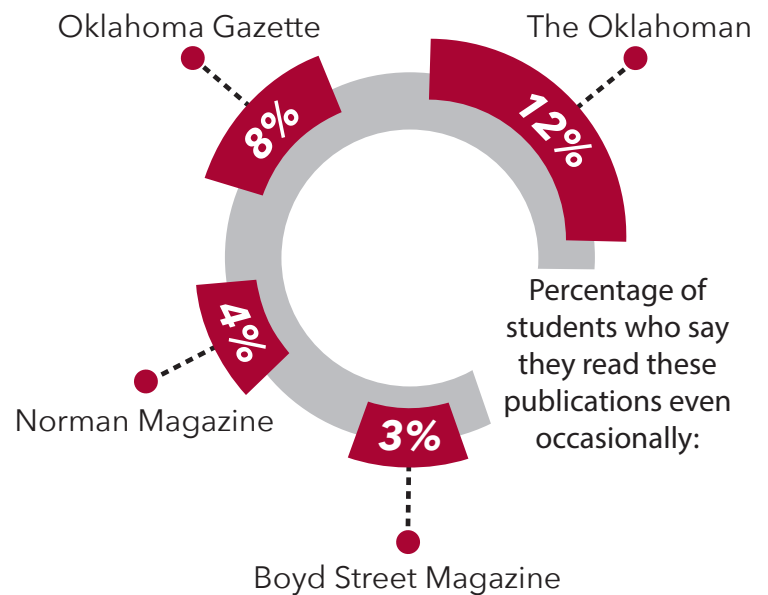
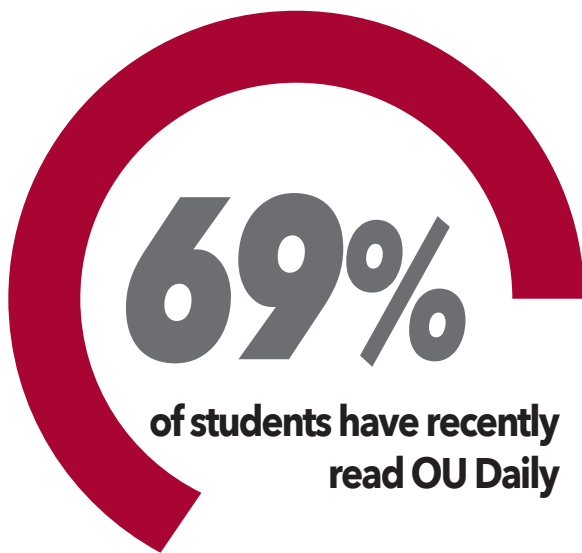
We are OU Daily Sales – a results-driven department connecting you to a lucrative and engaged market.

We are a staff of 130 student editors, reporters, photographers, designers and salespeople eager to help you reach OU and those who care about it.



MEET OUR READERS

The average discretionary income per student is about **\$350 per month**.
OU faculty report discretionary income of about **\$1,800 per month**.



OULDAILY.COM STATISTICS:

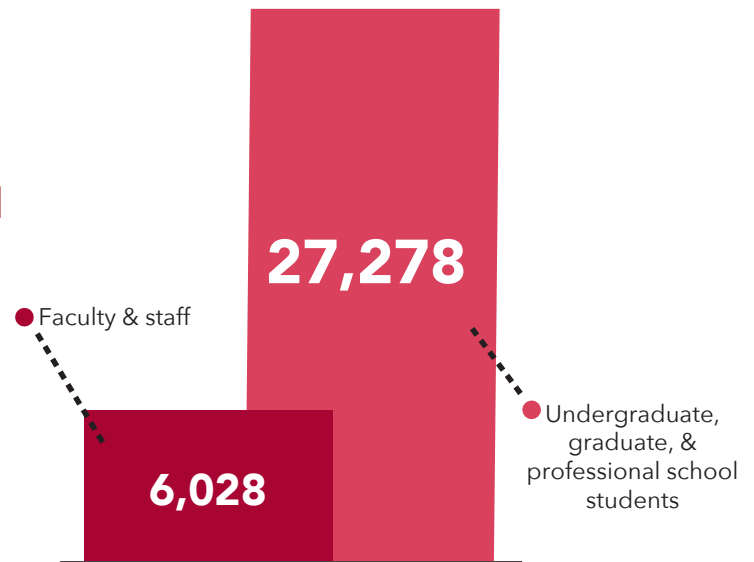
Average of **187,000** page views per week
Average of **87,000** unique users per week

57% of students live off campus

56% of students see content from OUDaily.com in an average week

97% of students carry a smartphone

68% of readers say they have taken action based on a print ad



NEWSPAPER RATES

1/2 BANNER | 4.9" X 2" | \$90

BANNER | 10" X 2" | \$175

1/4 PG (H) | 10" x 4.75" | \$400

1/2 PG (H)
10" x 10.5"
\$750

FRONT PG (above the fold)
10" x 1.5" | \$900

STICKY NOTE
2.875" x 2.875"

FRONT PG (below the fold)
10" x 3" | \$900

BASIC BOX
3.25" x 4.75"
\$140

FULL PG
10" x 21"
\$1250

1/8 PG
4.9" x 4.75"
\$205

1/2 PG (V)
4.9" x 21"
\$750

1/4 PG (V)
4.9" x 10.5"
\$400

INSERTS

Up to 2 pages **\$800**
Up to 4 pages **\$850**
Up to 6 pages **\$900**
Up to 8 pages **\$950**

For inserts in special sections,
please contact your account
executive.

STICKY NOTES

Make your message "stick" with this exclusive **front-page sticker**. Full color and a variety of die-cut shapes are available at no additional charge. Price includes full-color design, printing and shipping.

Regular issue.....**\$1,100**
Special section.....**\$1,250**

CRIMSON QUARTERLY

A glossy magazine designed to meet and reach OU's most interesting people.

SINGLE ISSUE

2 ISSUES: 15% OFF!

full page - \$725/issue	\$125 off
1/2 page - \$425/issue	\$75 off
1/4 page - \$300/issue	\$50 off

3 ISSUES: 20% OFF!

full page - \$680/issue	\$170 off
1/2 page - \$400/issue	\$100 off
1/4 page - \$275/issue	\$75 off

4 ISSUES: 25% OFF!

full page - \$640/issue	\$210 off
1/2 page - \$375/issue	\$125 off
1/4 page - \$265/issue	\$85 off

FULL PG
8" x 10.5"
\$850

1/2 PG (V)
3.9" x 10.5"
\$500

1/4 PG
3.9" x 5.12"
\$350

FULL PG INSERT
8.5" x 11"
\$850

1/2 PG (H)
8" x 5.12"
\$500

Crimson Quarterly is a glossy magazine distributed by Campus Mail to **every faculty and staff member** and to **every on-campus student mailbox**.

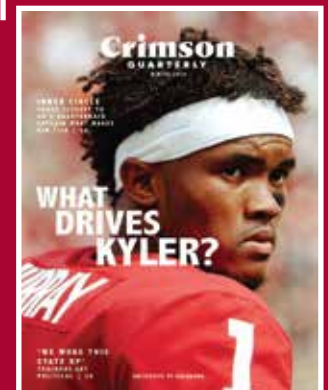
That's more than 8,000 direct-delivered copies.

No other free-distribution publication in Norman offers such targeted distribution.

We also distribute 1,000 more copies at **high-traffic locations** across campus and around Norman.

CQ is full of smart, OU-focused content designed to appeal to **campus professionals and aspirational students**. It's the deep look into what people care about now.

We publish two issues of this full-color, full-bleed magazine each semester.



WEBPAGE RATES

Take advantage of our digital reach. With more than 180,000 page views per week, OUDaily.com is a must-see site for the entire OU population. Ads appear on site and in stories when accessed on mobile devices.

OU DAILY

[NEWS](#)
[SPORTS](#)
[CULTURE](#)
[PROJECTS](#)
[HOUSING](#)

PENCIL | 728px x 90px | \$500 / week

When clicked, the pencil extends to 728px x 313px

HALF PAGE INTERSTITIAL

300px x 600px

HALF PAGE

1 week - \$600

1 month - \$1,250

MEDIUM RECTANGLE

300px x 250px

MEDIUM RECTANGLE

1 week rotating - \$250

1 week non-rotating - \$750

1 month rotating - \$900

1 month non-rotating - \$2,000

TOP/BOTTOM LEADERBOARD | 728px x 90px | \$150 / week



A convenient online housing guide tailored for students!

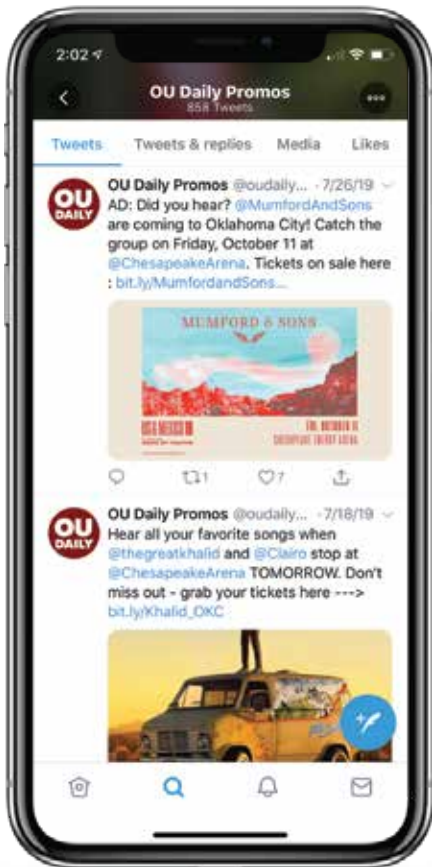
The OU Daily Housing Guide connects students with your properties for rent or sale on the ONLY housing website directly affiliated with the OU Daily official website, OUDaily.com. Discounts available for semester and full-year contracts. Contact your account executive for details.

	Annual Rate	Semester Rate	Monthly Rate
Single Unit	\$100 per month	\$125 per month	\$155 per month
Apartment Complex	\$300 per month	\$355 per month	\$400 per month

MOBILE RATES

TWITTER POSTS

All tweets will be retweeted from the @OUDaily account.



 **+30,000 Followers**


1  **per day**
4 businesses per day



Tweet pricing:
\$50 per 1 tweet
\$400 for 10 tweets
\$1,800 for 50 tweets
throughout the semester



Tweet times:
9:15 a.m.
12:15 p.m.
2:15 p.m.
4:45 p.m.

SPONSORED CONTENT

Sponsored content is an easy way to share your unique message with readers of OU Daily. Our student advertising staff will write a story featuring your business and design it to fit right in with the content of the Daily. You control the message, but we help you deliver it the most effective way possible. You get final approval of all content and images used.

Pricing is based on ad size. See your account executive for details.

VIDEO SPONSORSHIPS

Be the sponsor of one of OU Daily's news videos, including our popular "OU in 60 Seconds" series

Ask your sales representative for more information.

POP-UP MOBILE AD \$750 / WEEK

Pops up on screen whenever students access OU Daily content from their devices.



HEADINGTON & DUNHAM

Opening Fall 2017

For many students at the University of Oklahoma, living on campus is a one-time freshman year experience. However, this tradition is quickly changing. This fall, the University of Oklahoma will open its next upperclassmen housing option on campus.

Perched after the Yale system, OU's Residential Colleges are communities that offer upperclassmen students personal interaction with other students and faculty members in a unique, interpersonal way. Built around the core values of engagement, enrichment and excellence, Headington and Dunham Colleges will offer a variety of social, intellectual, cultural and extracurricular activities for residents. Each college has its own dining room, study areas, seminar rooms, intellectual spaces, traditions, events and more.

Each Residential College features several different student living spaces. From a one-bed single to a three-bedroom with living and bath.

Headington and Dunham Colleges give their residents the freedom to select the floor plan that best suits their personal needs and interests. Living in the Residential Colleges will truly be a student-governed experience. Student-led councils will work with the college faculty and staff to determine and develop programming, experiences and courses. The colleges have been designed with the priority of developing a diverse and interactive environment for students and faculty of all backgrounds to communicate and collaborate. The upcoming residents of Headington & Dunham Residential Colleges will be the founders of new traditions at the University of Oklahoma.

APPLY TODAY!
www.ou.edu/residentialcolleges
residential.colleges@ou.edu
405.325.2311



SPECIAL PUBLICATIONS

FALL & SPRING SEMESTERS

LIVING GUIDE

This fall and spring supplement to OU Daily gives students a guide to living on their own for the first time. It compares Norman apartment complexes' rates and amenities. Give students an incentive to use your business as they transition to living in an apartment for the first time.



SOONER SATURDAY

In this full-color, tabloid-size publication, you can advertise your college department's programs, tours or opportunities, as well as encourage students and parents to visit your business. The Sooner Saturday edition will be passed out to students when they arrive to campus to pick up their visitor packets for the day.



SUMMER SEMESTER

OU DAILY'S NEW STUDENT GUIDE

More than 5,000 copies are mailed to the permanent addresses of incoming freshmen and transfer students. The guide gives students a look at college life at OU. It also gives parents a first glance into the OU community. Take the opportunity to earn the business of these students and parents as they first arrive in Norman.



BACK TO SCHOOL

Welcomes returning students and incoming freshmen and offers an overview of the year to come at the University of Oklahoma. It's delivered individually to every student in the residence halls and stays on the racks the first week of school. Get your name out there and give students a reason to make your business part of their beginning-of-the-year experience.



SPORTS SPOTLIGHT



RALLY WRAP

The Rally Wrap is a poster that OU Daily prints for special sporting events during the school year. Each Rally Wrap is designed to be distributed and displayed during high-traffic periods around campus and at different campus events. The posters can also be saved or collected by students and fans alike. Advertising space on the back is visible to anyone holding up the poster, or through the back of a window where the poster is displayed. Sponsorships on the front are also available.



OU FOOTBALL PREVIEW

Score a touchdown with customers by advertising your business in the OU Daily's Football Preview Magazine! With exclusive player interviews, position breakdowns, opponent previews and preseason predictions, the Football Preview offers unrivaled Oklahoma Football coverage.

WANT TO BE PART OF THE ACTION?

Contact your account executive for a list of our current mobile and online specials, including:

- Game Videos
- Weekly Highlights
- Previews
- Player Spotlights



BUNDLES & SERVICES

OPTION 01

**15%
OFF**

TWO BANNER ADS
OR
FOUR HALF-BANNER ADS

PLUS

ONE WEEK ROTATING
MEDIUM RECTANGLE
OR
LEADERBOARD ONLINE AD

\$500

Option 02

**20%
OFF**

TWO BANNER ADS
OR
FOUR HALF-BANNER ADS

PLUS

ONE MONTH ROTATING
MEDIUM RECTANGLE
OR
LEADERBOARD ONLINE AD

\$875

Option 03

**20%
OFF**

ONE QUARTER PAGE AD
OR
TWO EIGHTH PAGE ADS

PLUS

ONE MONTH ROTATING
MEDIUM RECTANGLE
OR
LEADERBOARD ONLINE AD

\$925

Option 04

**30%
OFF**

TWO QUARTER PAGE ADS
OR
FOUR EIGHTH PAGE ADS
OR
ONE HALF PAGE AD

PLUS

ONE MONTH ROTATING
MEDIUM RECTANGLE
OR
LEADERBOARD ONLINE AD

\$1,100

Option 05

**35%
OFF**

TWO FONT PAGE
BELOW THE FOLD ADS
OR
THREE QUARTER PAGE ADS

PLUS

ONE MONTH ROTATING
MEDIUM RECTANGLE
OR
LEADERBOARD ONLINE AD

\$1,650

CREATIVE SERVICES \$40 PER HOUR

OU Daily provides creative services outside of advertising. If you need a new logo, menu design, poster, flier, publicity or social media management we are here to help.

MARKETING SERVICES \$40 PER HOUR

Let our marketing team spread your message. We do flyering on campus bulletin boards and at greek houses. We will speak at greek houses for your business. We can also set up a table in the union for your business.



POLICIES

AGENCIES

Agencies must complete a Student Media insertion order. All rates are non-commissionable and net to newspaper.

PAYMENT & TERMS

Payment must be received with ad order and can be made by check, money order or credit card. In the interest of security, Student Media cannot accept credit card information electronically. For credit card payment, call the business office at 405.325.2521. We accept Visa, MasterCard, American Express and Discover. Applying for credit accounts may take up to seven days. Prepayment is required until approved credit is established. All advertising rates are net to newspaper.

AD ACCEPTANCE

All advertising is subject to the approval of OU Daily's advertising manager. An advertisement or insert is not considered accepted until publication. We reserve the right to refuse any advertising that does not conform to the advertising policy. A copy of the policy may be obtained in the Student Media advertising office.

CANCELLATIONS

Cancellations of advertising for refund or credit can be made only before the deadline for space reservations.

ERRORS

We regret it when mistakes happen and will work to amend any advertising errors made by OU Daily as quickly as possible. If an error occurs, please contact our office as soon as possible so that we may correct it for you.

ARTWORK

All logos must be PNG. All graphics must be PDF. All artwork must be approved 5 days before the publication date.

TIPS

Keep it simple. Say it in as few words as possible and remember that white space can be your friend. Remember to give readers a reason to come see you. We cannot use copyrighted materials or content.

PUBLICATION CALENDAR

AUG.

S	M	T	W	T	F	S
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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					

SEPT.

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27	28	29	30			

OCT.

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NOV.

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29	30					

DEC.

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27	28	29	30	31		

JAN.

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31						

FEB.

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28						

MARCH

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28	29	30	31			

APRIL

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MAY

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23	24	25	26	27	28	29
30	31					

JUNE

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JULY

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Daily Paper	Living Guide	Finals Week Issue	Sooner Saturday	New Student Guide
Crimson Quarterly* *estimated mail date only	Football Preview	Year In Review	Back To School	

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