

The Daily Cardinal

rate and size chart 2007|2008

popular ad sizes

<u>size</u>	<u>w/h (inches)</u>	<u>w/h (picas)</u>
double truck (two page spread)		
10 columns x 15.5"	(19.674" x 15.5")	(118p x 93p)
full page		
5 columns x 15.5"	(9.837" x 15.5")	(59p x 93p)
1/2 page		
5 columns x 7.75"	(9.837" x 7.75")	(59p x 47p)
4 columns x 9.688"	(7.836" x 9.688")	(47p x 58p)
3 columns x 12.917"	(5.835" x 12.917")	(35p x 76p)
2/5 page		
4 columns x 7.75"	(7.836" x 7.75")	(47p x 47p)
3 columns x 10.333"	(5.835" x 10.333")	(35p x 62p)
2 columns x 15.5"	(3.834" x 15.5")	(23p x 93p)
1/4 page		
4 columns x 4.844"	(7.836" x 4.844")	(47p x 29p)
3 columns x 6.458"	(5.835" x 6.458")	(35p x 39p)
2 columns x 9.688"	(3.834" x 9.688")	(23p x 58p)
1/5 page		
4 columns x 3.875"	(7.836" x 3.875")	(47p x 23p)
3 columns x 5.167"	(5.835" x 5.167")	(35p x 31p)
2 columns x 7.75"	(3.834" x 7.75")	(23p x 29p)
1/8 page		
4 columns x 2.422"	(7.836" x 2.422")	(47p x 15p)
3 columns x 3.229"	(5.835" x 3.229")	(35p x 19p)
2 columns x 4.844"	(3.834" x 4.844")	(23p x 29p)
1/16 page		
1 column x 4.844"	(1.833" x 4.844")	(11p x 29p)

daily & feature issues

Open rate.....\$9.75 per column inch
 UW/Non-profit..\$7.25 per column inch
 Student org.....\$7.00 per column inch

special & gameday issues

Open rate.....\$10.75 per column inch
 UW/Non-profit..\$9.75 per column inch
 Student org.....\$9.50 per column inch

*GameDay issue is inserted in all 10,000 Thursday papers before Badger home games and an additional 6,000 are distributed around Camp Randall on the day of the game. GameDay rate will only apply if the ad is placed in the GameDay section of the paper.

other rates

Spot color.....\$145 per ad
 Full color.....\$190 per ad
 Guaranteed placement....+20% per ad

*First come, first serve basis. Not available on all pages. Consult your advertising executive for more details.

paper inserts

Pre-printed inserts.....\$60.00/thousand

discounts

Pre-pay.....-5% per ad
Frequency discounts

5x discount.....-5% per ad
 15x discount.....-15% per ad
 25x discount.....-25% per ad
 35x discount.....-35% per ad

The Daily Cardinal

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 fax 608-262-8100
 ads@dailycardinal.com

daily & feature issues

size	Student Org	UW/NP	Open
double truck	\$1085.00	\$1123.75	\$1511.25
full page	\$542.50	\$561.88	\$755.63
1/2 page	\$271.26	\$280.94	\$377.83
2/5 page	\$217.00	\$224.75	\$302.25
1/4 page	\$135.63	\$140.48	\$188.92
1/5 page	\$108.50	\$112.38	\$151.13
1/8 page	\$67.82	\$70.24	\$94.46
1/16 page	\$33.91	\$35.12	\$47.23
Column Inch	\$7.00	\$7.25	\$9.75

daily issues

See our full 2007-2008 Publication Schedule for all daily issues

feature issues

9/26 Travel Issue 1
 10/4 Bar Guide
 11/14 Travel Issue 2
 11/15 Spring Sublet Guide
 2/14 Reader's Choice Awards
 2/20 Travel Issue 3
 4/17 Sumer Sublet Guide
 4/22 Travel Issue 4

special & GameDay issues

special issues

8/29 Wisconsin Welcome
 12/13 Fall Farewell Issue
 1/18 Spring Welcome Issue
 5/8 Spring Farewell Issue
 5/23 New Student Mail-Home
 5/30 Summer Registration issue

GameDay issues

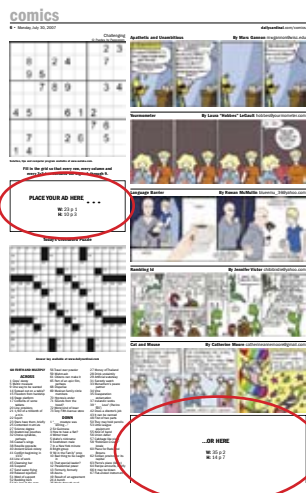
Date Wisconsin vs.
 9/13 The Citadel
 9/20 Iowa
 9/27 Michigan State
 10/18 Northern Illinois
 10/25 Indiana (Homecoming)
 11/8 Michigan

* Published each Thursday before Badger home games.

size	Student Org	UW/NP	Open
double truck	\$1472.50	\$1511.25	\$1666.25
full page	\$736.25	\$755.63	\$833.13
1/2 page	\$368.13	\$377.83	\$416.57
2/5 page	\$294.50	\$302.25	\$333.25
1/4 page	\$184.07	\$188.92	\$208.29
1/5 page	\$147.25	\$151.13	\$166.63
1/8 page	\$92.04	\$94.46	\$104.15
1/16 page	\$46.02	\$47.23	\$52.07
Column Inch	\$9.50	\$9.75	\$10.75

location, location, location

The Daily Cardinal offers advertisers unique spaces to reach their target audience. Check out the new places to get your business' word out:



comics page

Place your ad on students' favorite page — comics. Nestle your message in the prime real estate between sudoku and the crossword puzzle, or in a vacant comic-strip space.

- **top ad:** 2 columns wide x 1.71" high
ad cost + 20%
- **bottom ad:** 3 columns wide x 2.43" high
ad cost + 20%



front & back pages

Make an immediate impact by placing your full-color ad on the front or back pages of The Daily Cardinal.

- **front banner:** 5 columns wide x 1.5" high
\$500.00 per day
- **front box:** 2 columns wide x 2.00" high
\$425.00 per day
- **back page:** any size ad
ad cost + 20%



online advertising

Double your exposure by placing both print and online ads!

- **top banner:** 234 px wide x 60 px high
\$3.00 per 1,000 impressions
 - **main ad:** 336 px wide x 280 px high
\$5.00 per 1,000 impressions
 - **bottom banner:** 468 px wide x 60 px high
\$3.00 per 1,000 impressions
 - **bottom right ad:** 300 px wide x 100 px high
\$2.00 per 1,000 impressions
- Ads will appear on every page within The Daily Cardinal site
- Minimum purchase of 15,000 impressions
- **text links:** 55 characters long
\$60.00 per month

