

# DAILY TROJAN

STUDENT NEWSPAPER OF THE UNIVERSITY OF SOUTHERN CALIFORNIA

## 2011-12 Advertising Rates

**(213) 740-2707**

Members of the Spirit of Troy perform at the grand opening of the Ronald Tutor Campus Center. · Photo by Joel Zink.



## CLASSIFIED ADVERTISING

**Distribution:** All classified advertisements placed in the daily printed newspaper will appear in the online edition as well, with no extra charge: [www.dailytrojan.com](http://www.dailytrojan.com)

**Orders:** Classified ads can be submitted through the mail, by fax, by email, or in person. Ads cannot be accepted by telephone.

**Deadlines:** Ads and payments are due by 3 p.m., two working days prior to the date of publication.

**Payment:** All classified ads must be paid in advance, by cash, check, or credit card (in person or over the phone). Make checks payable to the *Daily Trojan*.

**Tear Sheets:** If tear sheets are desired, please include a self-addressed, stamped envelope or 50¢ per tear sheet along with your order.

## GENERAL AD POLICIES

*In an effort to strike the fine balance between supporting an open marketplace of ideas and safeguarding USC's Principles of Community, the Daily Trojan has established the following guidelines:*

The primary purpose of accepting advertising in the *Daily Trojan* is to inform the USC community about products, services, and events in which members of the community may reasonably have an interest. Events can take any number of forms, including but not limited to: classes, workshops, forums, performances, activities, vigils, protests, parades, celebrations, voter registration, field trips, and seminars.

The channel for expression of viewpoints, including those of political or religious nature, is through letters to the editor, opinion columns, or other editorial content.

The newspaper reserves the right to determine what it deems the primary purpose of any ad and act accordingly. Furthermore, the *Daily Trojan* will not publish advertising that it deems inflammatory in nature or otherwise inconsistent with its general advertising policies.

The intention of these guidelines is not to obstruct or censor ideas, but rather to redirect the discussion of viewpoints to the community itself, where edifying dialogue can foster a better understanding of divergent opinions. We hope these guidelines will engender a greater sense of community at USC and encourage the intellectual, emotional and moral growth of its individuals.

The *Daily Trojan* abides by all applicable state and federal regulations governing advertising.

Additionally, the *Daily Trojan* adheres to the following policies with regard to advertising:

**ADVERTISING NOT ACCEPTED:** The *Daily Trojan* will not accept advertising for tobacco, liquor, beer, wine, gambling, term paper sales, editing services, writing services, research assistance services, 900 telephone numbers or for models to pose semi-clad or undressed (except for art classes). It reserves the right to refuse advertising that is believed to be in poor taste or judgment; that is ambiguously or deceptively worded or portrayed, making the product or service unclear or open to misrepresentation; that advertises illegal organizations or activities; that maligns identifiable persons, races, religions, or professions; that is not accurate or truthful; or that is otherwise determined unacceptable by the publisher.

**MAIL ORDER:** Mail order advertisers must supply the *Daily Trojan* with samples of the products and details of the services to be advertised. This requirement also applies to ads that ask the interested reader to call or write for information. A mail order ad with a post office box address must also include the legal name under which business is transacted and the complete street address from which business is actually conducted.

**REFUNDS AND CREDITS:** Claims alleging real damages because of an error in an ad must be made not more than seven days after the first publication of the ad. Liability to the *Daily Trojan* shall not exceed the cost of the ad in which the error occurred, and the refund or credit will be given for the first incorrect insertion only. A credit balance must be used within the semester that it is registered. The *Daily Trojan* will not be responsible for copy changes made by telephone.

**CANCELLATIONS:** To be eligible for refund, an ad must be canceled three working days before the first scheduled date of insertion. Phone cancellations must be followed by written verification including person spoken to, on what date, and ads and dates being canceled.

**IDENTIFICATION:** All advertising must carry identification of the sponsor or sponsoring organizations.

**PLACEMENT:** The *Daily Trojan* cannot guarantee the position of any ad within the newspaper, nor in the *Daily Trojan Online*.

**STYLE:** The majority of all copy within an ad must read left to right and appear right side up to maximize advertising effectiveness and readability.

**INSERTS:** No preprinted manually inserted sheets of information (flyers, advertisements, or any other information message sheets) are allowed inside the pages of the *Daily Trojan*.

**ONLINE UPTIME:** While the *Daily Trojan* and its online publishing partners make every effort to keep the *Daily Trojan Online* available at all times, the *Daily Trojan* will not be responsible for any interruptions in the website's availability.

## RATES

**CLASSIFIED LINE AD** » Text only; charged per word.

**DAILY** » **\$9.85** for 15 words or fewer  
**\$3.00** for each additional word

**WEEKLY** » (5 consecutive insertions)  
**\$44.50** for 15 words or fewer  
**\$1.00** for each additional word

**MONTHLY** » (20 consecutive insertions)  
**\$165.50** for 15 words or fewer  
**\$3.00** for each additional word

**SEMESTER** » (67 consecutive insertions)  
**\$495.00** for 15 words or fewer  
**\$7.00** for each additional word

CLASSIFIED LINE AD. A sample of what this ad would look like. Call (213) 740-2707 if you have questions. (x-x)

Example of a basic line ad.

**CLASSIFIED DISPLAY AD** » Boxed ad space; graphics allowed. Minimum 1 column inch (approximately 25 words per column inch)

**DAILY** » **\$13.85** per column inch

**WEEKLY** » (5 consecutive insertions)  
**\$62.50** per column inch

**MONTHLY** » (20 consecutive insertions)  
**\$233.50** per column inch

**SEMESTER** » (67 consecutive insertions)  
**\$696.00** per column inch

**1 INCH CLASSIFIED DISPLAY AD**  
USC UNIVERSITY OF SOUTHERN CALIFORNIA  
This ad will hold 25-27 words. You can add a logo or a small picture with less words. Call (213) 740-2707 if you have questions. (x-x)

Example of a basic boxed ad.

A **word** is defined as that which begins or ends with a hyphen, slash or space (except prefixes). *For example:* "Not-for-profit organization" counts as four words. "Non-profit organization" counts as two words because "non" is a prefix.

Any **number** counts as a word. A full **telephone number** counts as one word, as does an **email address**. **Abbreviations** count as one word. **Punctuation marks** do not count as words.

### CLASSIFIED AD QUESTIONS AND ORDERS:

Contact Sheri Brundage, Classified Ad Manager  
**(213) 740-2707, classifieds@dailytrojan.com**  
FAX: **(213) 740-5701**

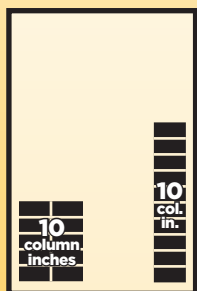
# DISPLAY ADVERTISING



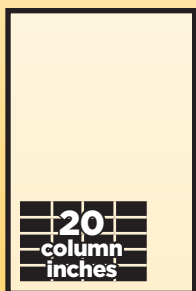
Display ads (those in the main body of the newspaper) are measured and sold in a publishing unit called a **column inch**, which is 1 $\frac{1}{8}$  inches (one column) wide and one inch high (see the actual-size image to the left). The width of an advertisement must always be in whole column increments. Ads can be customized to fit a variety of sizes; the most popular sizes are illustrated below.

These prices are for **one** run date in **black and white** only. Discounts apply after 39 column inches.

## 4 Business Card - 2 col. x 2" (3 $\frac{3}{8}$ " x 2") - \$57



**Eighth Page**  
2 col. x 5" (3 $\frac{3}{8}$ " x 5")  
1 col. x 10" (1 $\frac{1}{8}$ " x 10")  
**\$142.50**  
...add color for only \$175



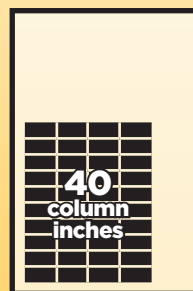
**Quarter Page**  
4 col. x 5" (7 $\frac{7}{8}$ " x 5")  
**\$285**  
...add color for only \$275



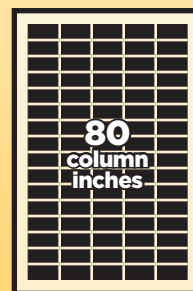
**Quarter Page**  
3 col. x 7" (5 $\frac{5}{8}$ " x 7")  
**\$299.25**  
...add color for only \$275



**Half Page**  
5 col. x 8" (10 $\frac{1}{8}$ " x 8")  
**\$540**  
(Earned Discount)  
...add color for only \$375



**Half Page**  
4 col. x 10" (7 $\frac{7}{8}$ " x 10")  
**\$540**  
(Earned Discount)  
...add color for only \$375



**Full Page**  
5 col. x 16" (10 $\frac{1}{8}$ " x 16")  
**\$1020**  
(Earned Discount)  
...add color for only \$475

## CUSTOM SIZES

### STANDARD RATE

Per Column Inch

**Open Rate:** ..... **\$14.25**

### Bulk Discount Rates (per ad order):

**40-79** column inches ..... **\$13.50**  
**80-119** column inches ..... **\$12.75**  
**120-159** column inches ..... **\$12.25**  
**160-199** column inches ..... **\$11.75**  
**200 or more** column inches ..... **\$11.25**

## ADD-ON ITEMS

### COLOR • Full Color (4-color Process CMYK):

**+\$175** Eighth Page or smaller      **+\$275** Quarter Page  
**+\$375** Half Page                              **+\$475** Full Page

**SPECIAL PROCESSING** • The cost of any requested special printing processes will be added to the price of the advertisement.

**EXCESSIVE DESIGN/TYPESSETTING** • Ads requiring excessive design work or typesetting will be charged additionally on basis of actual composition time and material cost.

## ORDERING PROCEDURES

**1 Place an Order:** When you determine your ad size and the dates you would like your ad to appear, please contact us to place an order. Orders may be placed by email, by phone, or in person — even if your ad isn't ready.

**2 Submit Your Ad:** Ads must be submitted by email or file-sharing service to **ads@dailytrojan.com**, sent as press-quality PDF files or high resolution image files (.jpg, .gif or .png). The receipt of all ads must be verified by the advertiser.

**3 Make Payment:** Cash, check, or credit card payment (Visa, MasterCard or Discover) is due in advance of the ad run. Make checks payable to *Daily Trojan*.

**4 Receive Tear Sheets:** A copy of your ad will be mailed after each ad insertion.

## DEADLINES

**3 DAYS:** Ad orders (space reservations) should be placed at least three business days in advance.

All materials for ads requiring design/creative work must be submitted three business days prior to the date of publication.

**2 DAYS:** Advertisements must be received by noon, two business days prior to the date of publication.

**Payment:** The total cost of the insertion order is due with ad submission.

<b>PRINTING DETAILS»</b>	<b>PAGE SIZE</b> 11 $\frac{3}{8}$ " x 17"	<b>IMAGE DEPTH</b> 16"	<b>WIDTH</b>	<b>1 col.</b>	<b>2 cols.</b>	<b>3 cols.</b>	<b>4 cols.</b>	<b>5 cols.</b>	<b>NOTE</b> No advertisement's height may exceed the image depth of 16". The printer may exercise the option to reduce the total page image slightly, resulting in a slightly smaller printed size for all content.
				1 $\frac{1}{8}$ " (11 picas)	3 $\frac{3}{8}$ " (23p6)	5 $\frac{5}{8}$ " (36p)	7 $\frac{7}{8}$ " (48p6)	10 $\frac{1}{8}$ " (60p)	

**AGENCIES** • All rates listed are net. Contact our office for more information.

## POPULAR PACKAGES

**Want to create a lasting impression?** Repeat advertising is the best way to get potential customers to remember your business.

# 3

**black and white ads**  
Eighth page: **\$427.50**  
Quarter page: **\$850.50**  
Half page: **\$1470**

*Additional charges for color; see color rates under "Add-On Items."*

# 6

**black and white ads**  
Eighth page: **\$810**  
Quarter page: **\$1543.50**  
Half page: **\$2700**

*Get one ad in color for free! Additional charges for extra color.*

# 12

**black and white ads**  
Eighth page: **\$1470**  
Quarter page: **\$2835**  
Half page: **\$5400**

*Get two ads in color for free! Additional charges for extra color.*

## ONLINE BONUS!

Spend \$1400 or more in a single ad order and get an online banner ad **for free!** (25,000 impressions of a 728x90-pixel ad to launch within one week of ad run. No national ads.)

**DISPLAY OR ONLINE ADVERTISING QUESTIONS AND ORDERS:**  
Contact David Khalaf, Advertising Manager | (213) 740-2707, [ads@dailytrojan.com](mailto:ads@dailytrojan.com)

- USC has about **37,000 students** and **18,000 faculty and staff** — a target readership of **55,000** people!
- More than **95%** of students say they pick up the *Daily Trojan* regularly, making it one of the **most vital news sources** for the USC community.
- College students average about **\$300 per month** in discretionary spending. That's **\$11 million in spending** per month for USC students!
- Our circulation has **increased to 10,000 daily**, distributed at high-traffic spots on and around the University Park and Health Sciences campuses.
- The *Daily Trojan Online* was recently named a **2011 Pacemaker Finalist** for excellence in online college news.
- USC commands an annual total buying power of **\$450 million**. USC is also Los Angeles' **largest** private employer.
- College newspapers nationwide have remained one of the **vibrant and enduring** forms of print media.

# DAILY TROJAN

UNIVERSITY OF SOUTHERN CALIFORNIA  
OFFICE OF STUDENT PUBLICATIONS  
Student Union 404  
Los Angeles, CA 90089-0895  
(213) 740-2707 • www.dailytrojan.com

# ONLINE ADVERTISING

Every day, **dailytrojan.com** serves thousands of students, faculty, parents, alumni and USC fans. The website also offers archives, daily email subscriptions, and breaking news. Ads are sold by impressions in two sizes: the large box and the banner ad, both of which are displayed prominently on the Web site (see graphics below for positioning). Text link ads are text-only ads that appear at the very bottom of each page.

**Large Box**  
Includes daily e-mail!  
(300 x 250 pixels)

**50,000** impressions  
(lasts about 1-2 weeks):  
**\$450**

**100,000** impressions  
(lasts about 2-4 weeks):  
**\$810**

**200,000** impressions  
(lasts about 4-8 weeks):  
**\$1440**

**Banner**  
(728 x 90 pixels)

**50,000** impressions  
(lasts about 1-2 weeks):  
**\$350**

**100,000** impressions  
(lasts about 2-4 weeks):  
**\$630**

**200,000** impressions  
(lasts about 4-8 weeks):  
**\$1120**

**Text Link Ad**  
(25 characters max.)

**\$50** per week • **\$180** per month • **\$600** per semester (four months)



Typical front page (left) and inside pages (below). On inside pages, the banner ad **jumps to the top**. The box ad **rotates through both slots** throughout the site for greater ad diversity.



### What are impressions?

An impression is when someone views a Web page with your ad on it. This is not the same as a click-through. We get 5,000 to 10,000 page views a day. The heavier the traffic, the more people will see your ad and the quicker it will meet its impressions goal.

### How does ad rotation work?

In any slot, there can be multiple ads running. This creates variety as readers navigate the website. Other ads in your slot will not reduce your impression count but will slow down (and extend) the length of your campaign.

### What ad formats do you accept?

We prefer static ads optimized for the Web as GIF files under 100 KB. We can work with rich media but need extra time to test these ads.

### Can I choose which pages I want?

All ads are ROS ("run of site") meaning they appear on all of our pages for maximum exposure.

### How does the e-mail blast work?

We have about 3,500 e-mail subscribers. When we e-mail our daily headlines, subscribers see your ad in the body of a rich HTML e-mail, which counts as an impression. This feature is included automatically for large box ads (not available for the banner-size ad).

ONLINE ADVERTISING: David Khalaf | (213) 740-2707, ads@dailytrojan.com

# DAILY TROJAN

## 2011-2012 PUBLICATION DATES

PUBLISHING DAILY, MONDAY THROUGH FRIDAY, DURING FALL AND SPRING SEMESTERS, EXCEPT AROUND HOLIDAYS

### FALL 2011

ALL NUMBERS IN BLACK INDICATE PUBLISHING DATES

AUGUST				
M	TU	W	TH	F
15	16	17	18	19
22	23	24	25	26
29	30	31		

CAREER GUIDE

ORIENTATION ISSUE:

SEPTEMBER				
M	TU	W	TH	F
			1	2
5	6	7	8	9
12	13	14	15	16
19	20	21	22	23
26	27	28	29	30

OCTOBER				
M	TU	W	TH	F
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28
31				

NOVEMBER				
M	TU	W	TH	F
	1	2	3	4
7	8	9	10	11
14	15	16	17	18
21	22	23	24	25
28	29	30		

= HOME FOOTBALL GAME  
SPORTS EXTRAS APPEAR IN THE ISSUE PREVIOUS

DECEMBER				
M	TU	W	TH	F
			1	2

LAST ISSUE BEFORE HOLIDAYS

### SPRING 2012

JANUARY				
M	TU	W	TH	F
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30	31			

SPRING WELCOME BACK ISSUE

FEBRUARY				
M	TU	W	TH	F
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29		

CAREER GUIDE

MARCH				
M	TU	W	TH	F
			1	2
5	6	7	8	9
SPRING BREAK				
19	20	21	22	23
26	27	28	29	30

HOUSING GUIDE

APRIL				
M	TU	W	TH	F
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27

FINAL ISSUE BEFORE GRADUATION

CALL US! (213) 740-2707