

# DAILY TROJAN

STUDENT NEWSPAPER OF THE UNIVERSITY OF SOUTHERN CALIFORNIA

## 2008-09 On-Campus Rates

### DISPLAY ADVERTISING

#### » RATES

ON-CAMPUS ONLY

**\$10.25**

Per Column Inch

(regularly \$14.25)

#### » 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:** Display ads must be submitted as PDF files, via e-mail sent to [ads@dailytrojan.com](mailto:ads@dailytrojan.com) or submitted on CD-ROM or DVD-ROM in person or by mail. The receipt of all ad orders must be verified by the advertiser.

**3 Make Your Payment:** Payment is due by **noon, two business days in advance** of the ad insertion date by internal requisition.

#### » 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.

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

**NEW!** **\$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/TYSETTING** • Ads requiring excessive design work or typesetting will be charged additionally on basis of actual composition time and material cost.

#### PRINTING DETAILS»

PAGE SIZE

11 $\frac{3}{8}$ " x 17"

IMAGE DEPTH

16"

WIDTH

1 col.  
1 $\frac{7}{8}$ " (11 picas)

2 cols.  
3 $\frac{3}{8}$ " (23p6)

3 cols.  
5 $\frac{7}{8}$ " (36p)

4 cols.  
7 $\frac{7}{8}$ " (48p6)

5 cols.  
10 $\frac{3}{8}$ " (60p)

NOTE

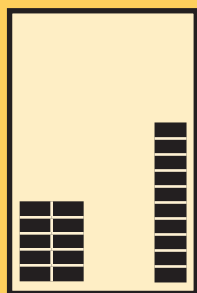
No advertisement's height may exceed the image depth of 16". The printer may exercise the option to reduce the total page image slightly, resulting in a slightly smaller printed size for all content.

**1 column inch**  
( actual size )

### DETERMINING AD SIZE

Display ads are sold in a publishing unit called a **column inch**, which is 1 $\frac{7}{8}$  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.

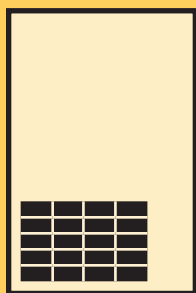
■ **One Column Inch** - 1 col. x 1" (1 $\frac{7}{8}$ " x 1") - ~~\$14.25~~ **\$10.25** ■ **Business Card** - 2 col. x 2" (3 $\frac{3}{8}$ " x 2") - ~~\$57~~ **\$41**



**Eighth Page**  
2 col. x 5" (3 $\frac{3}{8}$ " x 5")  
1 col. x 10" (1 $\frac{7}{8}$ " x 10")

~~\$142.50~~ **\$102.50**

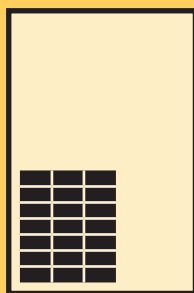
...add color for only **\$175**



**Quarter Page**  
4 col. x 5" (7 $\frac{7}{8}$ " x 5")

~~\$285~~ **\$205**

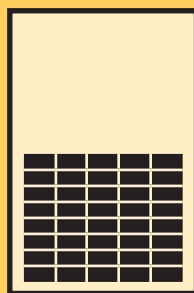
...add color for only **\$275**



**Quarter Page**  
3 col. x 7" (5 $\frac{7}{8}$ " x 7")

~~\$299.25~~ **\$215.25**

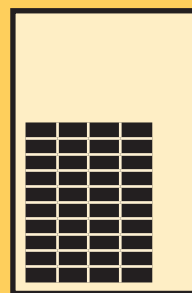
...add color for only **\$275**



**Half Page**  
5 col. x 8" (10 $\frac{3}{8}$ " x 8")

~~\$340~~ **\$410**

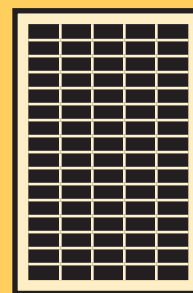
...add color for only **\$375**



**Half Page**  
4 col. x 10" (7 $\frac{7}{8}$ " x 10")

~~\$340~~ **\$410**

...add color for only **\$375**



**Full Page**  
5 col. x 16" (10 $\frac{3}{8}$ " x 16")

~~\$1020~~ **\$820**

...add color for only **\$475**

**GENERAL POLICIES** » All advertisements are subject to the *Daily Trojan* General Ad Policies. These policies are available on our full rate card, or at [www.dailytrojan.com/ads](http://www.dailytrojan.com/ads). The *Daily Trojan* reserves sole discretion to determine if an advertiser qualifies for on-campus rates.

#### DISPLAY OR ONLINE ADVERTISING QUESTIONS AND ORDERS:

Contact David Khalaf, Advertising Manager | (213) 740-2707, [ads@dailytrojan.com](mailto:ads@dailytrojan.com) | Student Union 404



# ONLINE ADVERTISING

The *Daily Trojan Online*, at [www.dailytrojan.com](http://www.dailytrojan.com), provides worldwide access to each edition of the *Daily Trojan*, serving thousands of students, faculty, staff, parents, alumni, and prospective students each day. The website also offers a searchable archive of issues from 1996 to the present, e-mail headlines subscriptions, polls and more.

**Large Box**  
(300 x 250 pixels)

**50,000** impressions  
(about a week): **\$350**

**Banner**  
(468 x 60 pixels)

**50,000** impressions  
(about a week): **\$200**

**Skyscraper**  
(160 x 600 pixels)

**50,000** impressions  
(about a week): **\$300**

**Text Link Ad**  
(1-4 words with link)

**\$50** per week; **\$180** per month; **\$540** per semester; **\$750** for six months

**10% OFF**

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

**100,000** impressions  
(about 2 weeks): **\$360**

**100,000** impressions  
(about 2 weeks): **\$540**

**20% OFF**

**250,000** impressions  
(about a month): **\$1400**

**250,000** impressions  
(about a month): **\$800**

**250,000** impressions  
(about a month): **\$1200**

*All online display ads rotate with others in the same location on the page.*

**CLASSIFIED ADS :** We offer both line ads and boxed ads in our Classifieds section. For rates and information on placing a Classified advertisement, please see our full rate card, visit [www.dailytrojan.com/ads](http://www.dailytrojan.com/ads) or contact Sheri Brundage, Classified Ad Manager at **(213) 740-2707** or [classifieds@dailytrojan.com](mailto:classifieds@dailytrojan.com)

## WHY ADVERTISE?

- The Daily Trojan is the single best way to reach the **entire USC community**. We distribute at high-traffic spots on the main campus and Health Sciences Campus to reach more than **33,000 students** and **18,000 faculty and staff**.
- More than 95%** of students say they read the Daily Trojan frequently, making it USC's most widely read news source and the most effective way to promote **your organization or event**.
- Many campus organizations, such as USC's Discretionary Board and academic departments, allow student groups to **apply for funding** to advertise their events. Go to <http://usg.usc.edu> and click on "**Funding**" for more information.
- The Daily Trojan Online is in the **top tier** of most-read sites in the nationwide College Publisher Network of online newspapers. Sign up to get our daily **headlines delivered** to your inbox!

## DAILY TROJAN

## 2008-09 PUBLICATION DATES

### « FALL 2008

### SPRING 2009 »

ALL NUMBERS IN **BLACK** INDICATE PUBLISHING DATES

AUGUST					SEPTEMBER				
M	TU	W	TH	F	M	TU	W	TH	F
18	19	20	21	22	1	2	3	4	5
25	26	27	28	29	8	9	10	11	12
ORIENTATION ISSUE					15	16	17	18	19
					22	23	24	25	26
					29	30			
					SPORTS SUPPLEMENT				
OCTOBER					NOVEMBER				
M	TU	W	TH	F	M	TU	W	TH	F
		1	2	3	3	4	5	6	7
6	7	8	9	10	10	11	12	13	14
13	14	15	16	17	17	18	19	20	21
20	21	22	23	24	24	25	26	27	28
27	28	29	30	31					
					PARENTS' WEEKEND				
					HOME COMING				
DECEMBER					SPORTS SUPPLEMENTS				
M	TU	W	TH	F					
1	2	3	4	5					

JANUARY					FEBRUARY				
M	TU	W	TH	F	M	TU	W	TH	F
12	13	14	15	16	2	3	4	5	6
19	20	21	22	23	9	10	11	12	13
26	27	28	29	30	16	17	18	19	20
					23	24	25	26	27
					CAREER GUIDE				
MARCH					APRIL				
M	TU	W	TH	F	M	TU	W	TH	F
2	3	4	5	6			1	2	3
9	10	11	12	13	6	7	8	9	10
SPRING BREAK					13	14	15	16	17
23	24	25	26	27	20	21	22	23	24
30	31				27	28	29	30	
					HOUSING GUIDE				
					FINAL ISSUE BEFORE GRADUATION				

**(213) 740-2707**