



The Cavalier Daily Fall 2026 Media Kit

TELLING THE HISTORY OF NOW

AMPLIFYING YOUR MESSAGE TO UVA

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Table of Contents

ABOUT US	3
-----------------	----------

OUR PRINT OFFERINGS	4
----------------------------	----------

OUR DIGITAL OFFERINGS	5
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EXAMPLE CAMPAIGNS + OUR NUMBERS	6
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THE AD PROCESS + DISCOUNTS & PREMIUMS	7
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ABOUT US



FOUNDED IN 1890...

The Cavalier Daily is the independent daily news organization of The University of Virginia.

The Cavalier Daily publishes daily online articles, regular social media posts and morning e-newsletters to

18,000+

Instagram followers

16,000+

Facebook Followers

8,000+

E-Newsletter Subscribers

During the semester, we publish print editions across **57 distribution locations** with more than **4,000 copies circulated**.

Whether you want to reach students or faculty, Charlottesville residents or key stakeholders, we have the space for you.

These clients have chosen us to spread their message. We'd love for yours to be next.



Our Print Offerings

UNIT	B&W	COLOR
FULL PAGE (10" X 12")	\$950	\$1,070
FRONT-PAGE BANNER (10" X 3")	\$700	\$820
HALF PAGE (10" X 6")	\$500	\$620
BANNER (10" X 3")	\$300	\$360
QUARTER PAGE (5" X 6")	\$300	\$360
EIGHTH PAGE (5"X3" / 2.5" X 6")	\$150	\$200
SQUARE (3" X 3")	\$100	\$150

Sizes

Full
10"x12"

Half
10"x6"

Banner
10"x3"

Quarter
5"x6"

Eighth
5"x3"
or 2.5"x6"

Square
3"x3"

Publication Dates

The editions in orange come out the Thursday before home football games!

8/27

9/10

9/24

10/8

10/22

11/5

11/19

12/3

...catch us
in 2027!

Our Digital Offerings

Website

UNIT	BY DAY	BY WEEK
TOP BANNER (728 X 90PX)	\$135	\$525
SIDE BANNER (300 X 250 PX)	\$110	\$400

Please note that our pixel guidelines must strictly follow the above dimensions for you ad to be displayed successfully

Newsletter

UNIT	BY DAY	BY WEEK
TOP BANNER	\$125	\$400
MIDDLE BANNER	\$100	\$325
BOTTOM BANNER	\$75	\$250

All newsletter ads should be 728x90px

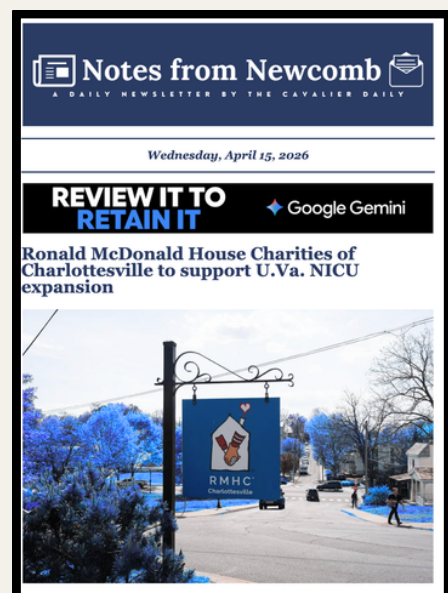
Social Media

Instagram | Facebook | X

UNIT	PRICE
STANDARD POST	\$200 for one post \$500 for 5 posts \$1000 for 15 posts
CAROUSEL POST (MULTIPLE SLIDES)	\$200 + \$10 per slide
INSTAGRAM STORY	\$150 for one \$400 for 5 \$800 for 15
VIDEO POST	\$275
VIDEO STORY	\$200

Post dimensions are flexible
Stories should be in 9:16 aspect ratio
Videos maybe be a maximum of 5 minutes

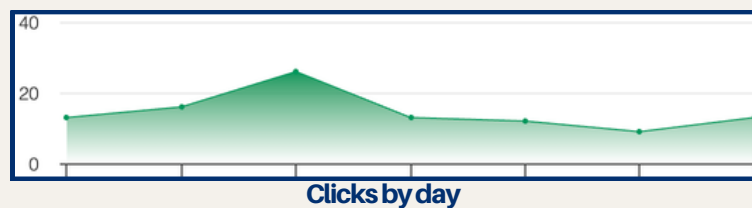
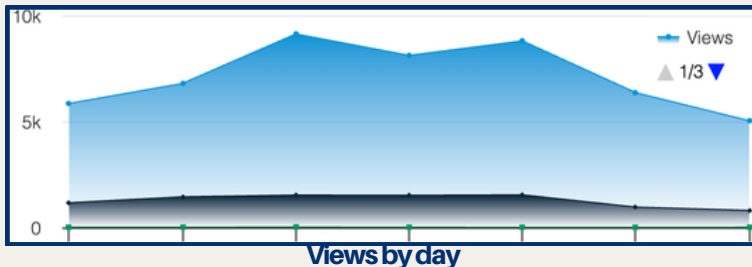
Placement Example



Example Campaigns from Last Semester

Website

One-week top banner



Views
50,123



Hovers
8,958



Clicks
102

Click Rate
0.203%

3x industry average



Most viewed on
Wednesday



Most viewed at
6:00pm

Reports like this will be generated for you after every website campaign you book with us!

Instagram

Pretty sweet number



353 likes



690 shares



25 saves



7,680 accounts reached



17,732 views

Our analytics speak for themselves *by the month*

Instagram

1,000,000+ content views

20,000+ interactions

8,000+ profile visits

15,000+ likes

2000+ shares

200+ new net followers

Website

150,000+ visitors

300,000+ pageviews

The Ad Process + Discounts & Premiums

Choose your ad

Choose your desired mediums, sizes, and run dates. For social media posts, you may provide captions and accounts to tag. For banners, you may provide click-through links.

Submit your ad

Email your ad details and any questions to our CFO or Ad Team emails. If you'd like design assistance, provide details to help us capture your image.

Purchase your ad

You will receive a digital invoice from QuickBooks via email. You can pay by card online, or let us know you'll pay by check and mail it to PO Box 400703, Charlottesville, VA 22904.

Ad Submission Deadlines (days prior to run date)

PRINT	NEWSLETTER	WEBSITE	SOCIAL MEDIA
4 DAYS	3 DAYS	3 DAYS	3 DAYS

If you'd like assistance with design creation, please provide all necessary details at least 3 days prior to the submission deadline.

Discounts & Premiums

20%
for organizations
associated with UVA

10%
when you bundle print &
digital ads

+\$50
to your total for design
requests

If you have questions, need ideas, or are requesting cancellation/edits, reach out to our CFO, Shahnoor Chaudhry, at cfo@cavalierdaily.com.