



The Cavalier Daily

Spring 2025 Media Kit

ABOUT

Founded in 1890, *The Cavalier Daily* is the independent daily news organization at the University of Virginia.

The Cavalier Daily publishes daily online articles and a convenient e-newsletter which delivers top stories directly to subscriber inboxes each day.

The Cavalier Daily is Virginia's oldest collegiate daily and the oldest daily newspaper in Charlottesville, Virginia.

Christian's
PIZZA

Rotisserie
Cane's
CHICKEN FINGER



J.CREW



amazon
Prime

5K Biweekly Print Circulation

85 Distribution Locations

150K Monthly Website Impressions

8.7K E-Newsletter Subscribers

16K+

Instagram
Followers

16K

Facebook
Followers

25K

X (Twitter)
Followers

CONTACT:

Chief Financial Officer: cfo@cavalierdaily.com

Advertising Manager: ads@cavalierdaily.com

WEBSITE:

www.cavalierdaily.com

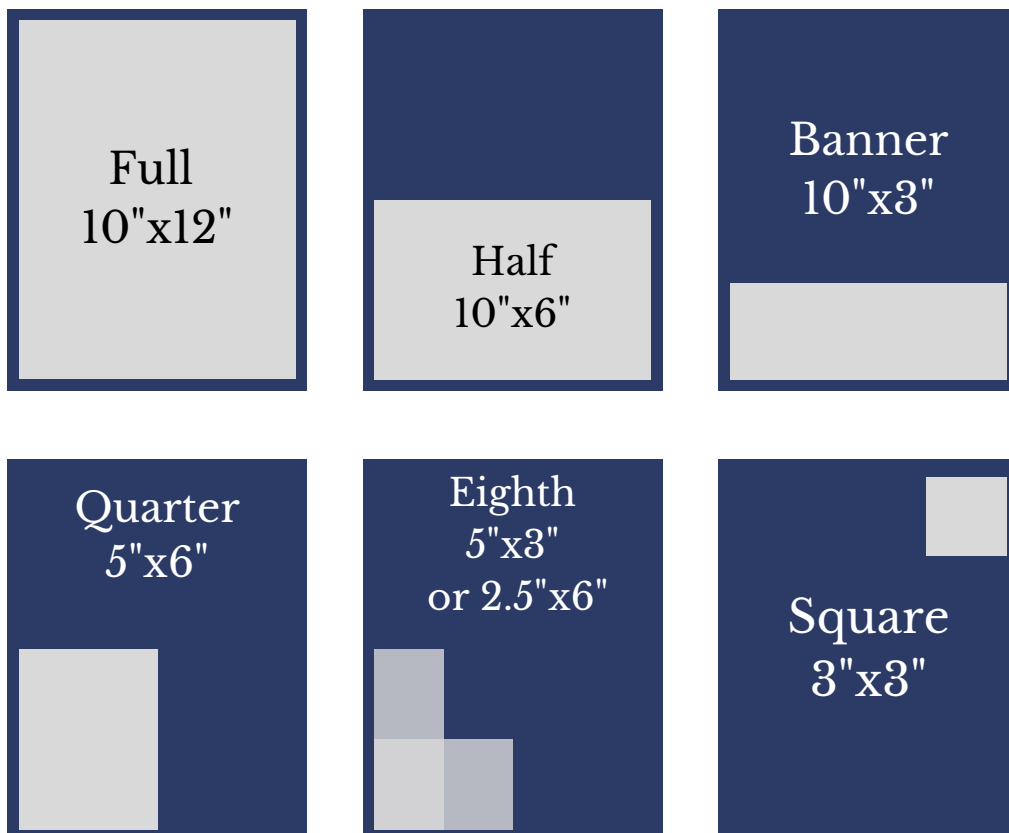
PRINT ADVERTISING

PRINT	
Full Page	\$850
Half Page	\$500
Front-Page Banner	\$550
Banner	\$250
Quarter Page	\$250
Eighth Page	\$150
Square	\$100

SPRING 2025 PRINT PUBLICATION DATES

1/15	1/29	2/12
2/26	3/12	3/26
4/9	4/23	5/13

PRINT AD SIZES



Print Ad in Color:
+\$120
Ad Design
Request: \$50

DIGITAL OFFERINGS & RATES

NEWSLETTER

Top Banner	\$300 Week
Middle Banner	\$250 Week
Bottom Banner	\$200 Week

WEBSITE

Top Banner	\$190 Day \$665 Week
Side Banner	\$150 Day \$525 Week

SOCIAL MEDIA

Instagram | Facebook | X

Standard Post

\$160 Post \$350 5 Posts \$750 15 Posts

Carousel

\$160 + \$10 Per Slide

Video

FB IG: \$300 Twitter: \$200

Instagram Story

\$175 Story \$400 5 Stories \$800 15 Stories \$220 Video

Additional Charges

Print Ad in Color: +\$120 Ad Design Request: \$50
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Discounts

Prepayment: 5% Print-Digital Bundle: 10% U.Va. Organizations: 20%

DIGITAL AD SIZES



WEBSITE

- 1 Top Banner: 728x90 px
- 2 Side Banner: 300x250 px

E-NEWSLETTER

- 1 Top Banner: 728x90 px

Preferred File Format: JPG

Photo Dimensions Are Flexible

Max Video Length in Minutes:

Instagram 5	Twitter 2:20	Facebook 5
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Reach out if interested in advertising in our twice-weekly Sports newsletter.

DIGITAL IMPRESSIONS



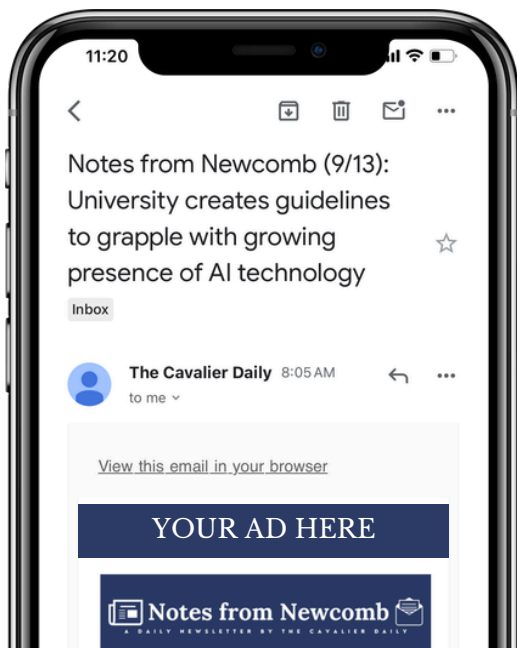
368,000

Pageviews

135,000

Unique readers

Every
Month



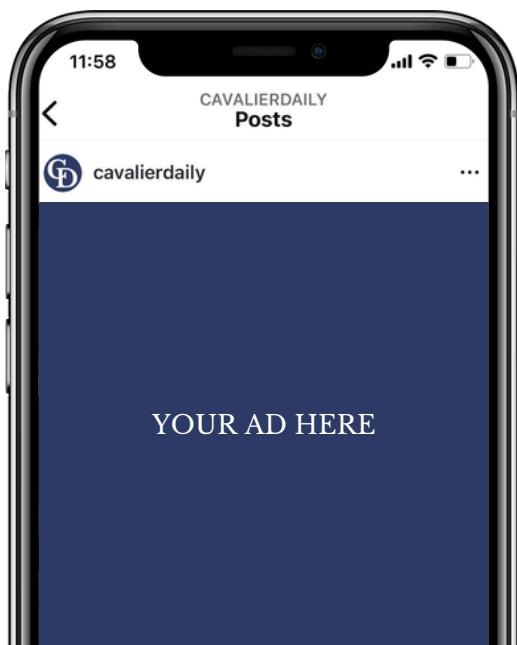
8,700
Subscribers

54%

Open rate

Mon-Fri
Weekly
Delivery

15% higher than Mailchimp
industry average rate



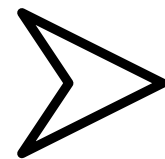
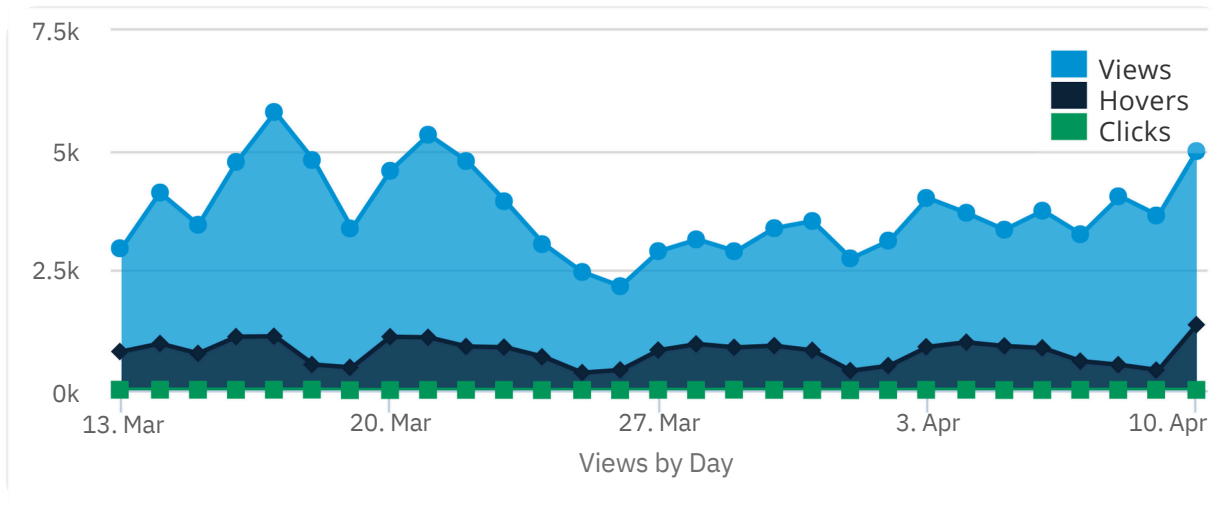
16,000
Followers

36,000
Average post
views



EXAMPLE CAMPAIGN

4-week top website banner



HOVERS

23,329



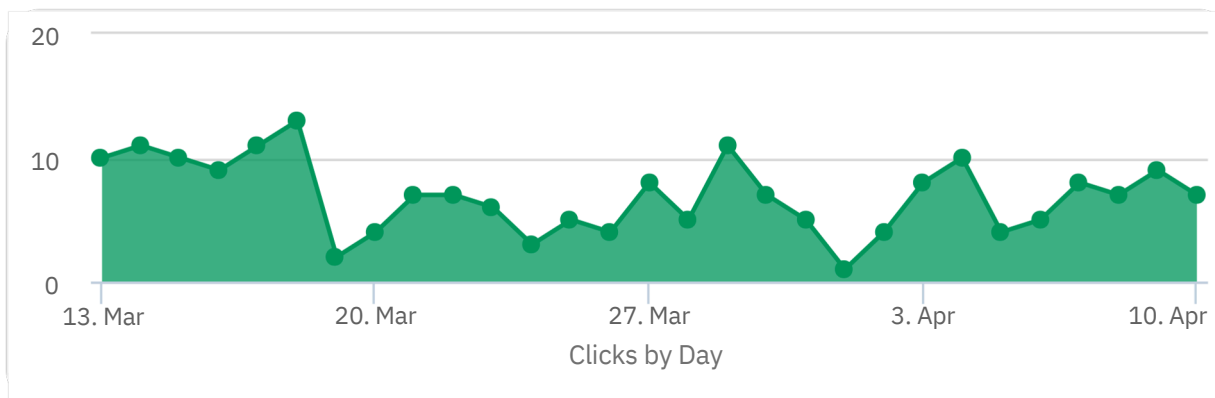
VIEWS

108,006



CLICKS

201



Click Rate

0.186%

EXCELLENT

Above average performance. The global average display ad performance is 0.06%, according to benchmarks at Google.

DELIVERABLES

The statistics above are for a top banner website ad from the spring that ran for **four weeks** — our click rates and impressions, including views, reach wide and diverse audiences from all corners of our readership.

We offer performance metrics like these for all website ads, so you'll know exactly how your ad performed with us.



mailchimp

Mailchimp statistics available for e-newsletter ads

THE AD PROCESS

CHOOSE YOUR AD

Choose your desired medium(s), ad size, and run dates. For digital ads, you may include a copy text (caption) and/or link to attach to your ad.

SUBMIT YOUR AD

Email your ad details to the representative you've been in contact with. If you have not heard from a rep, you may email one of the contacts listed on the first page. If you'd like design assistance, provide all necessary details to your ad rep. You will be sent a proof for approval before your ad runs.

PURCHASE YOUR AD

You will receive a digital invoice via email. You may choose to pay by card through this digital invoicing system or mail a check to PO Box 400703, Charlottesville, VA 22904.

AD SUBMISSION DEADLINES

(days prior to run date)

PRINT	E-NEWSLETTER	WEBSITE	SOCIAL MEDIA
4 days	4 days	3 days	3 days

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

LOGISTICS & POLICIES

For additional information, such as tearsheets, our cancellation policy and management, please click [here](#).

CONTACT INFORMATION



If you have any questions, please contact us!



Editor-In-Chief: editor@cavalierdaily.com

Chief Financial Officer: cfo@cavalierdaily.com

Advertising Manager: ads@cavalierdaily.com



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