

The Cavalier Daily

Fall 2022 Media Kit

ABOUT



Founded in 1890 under the name College Topics, *The Cavalier Daily* is the independent daily news organization at the University of Virginia. *The Cavalier Daily* is Virginia's oldest collegiate daily and the oldest daily newspaper in Charlottesville, Virginia. Since the summer of 1890, *The Cavalier Daily* has been the only daily newspaper at the University, reaching students on Grounds and residents in the surrounding Charlottesville area. *The Cavalier Daily* also publishes articles daily online, and a convenient e-newsletter delivers top stories daily directly to subscriber inboxes.

7.5K Biweekly Print Circulation

85 Distribution Locations

150K+ Monthly Website Impressions

6K E-Newsletter Subscribers

7K+

Instagram
Followers

17K

Facebook
Followers

26K

Twitter
Followers

CONTACT:

Chief Financial Officer: cfo@cavalierdaily.com

Advertising Manager: b.graber@cavalierdaily.com

WEBSITE:

www.cavalierdaily.com

OFFERINGS & RATES

PRINT

Full Page	\$850
Half Page	\$450
Front-Page Banner	\$450
Banner	\$250
Quarter Page	\$250
Eighth Page	\$150
Square	\$100

WEBSITE

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

E-NEWSLETTER

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

SOCIAL MEDIA

Twitter Facebook Instagram Standard Post	\$140 Post \$300 5 Posts \$500 15 Posts
Twitter Facebook Instagram Carousel	\$140 + \$10 Per Slide
Twitter Facebook Instagram Video	FB IG: \$300 Twiter: \$200
Instagram Story	\$150 Story \$350 5 Stories \$550 15 Stories \$220 Video

ADDITIONAL CHARGES

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

DISCOUNTS

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

E-NEWSLETTER SECTIONS & DETAILS

The e-newsletter rates on the previous page reflect those for our daily e-newsletter. You may request to advertise in one of the specific sections below.

SPORTS

Top: \$250 | Week
Middle: \$200 | Week
Bottom: \$150 | Week

PARENTS

Coming soon!
Check back at the
end of August!

DAILY

Landing in inboxes weekly (M-F), our Daily e-newsletter reaches a core audience, highlighting important dates, events, programs, opportunities, among other updates.

SPORTS

Landing in inboxes semiweekly (T & Th), our Sports e-newsletter reaches sports fans, highlighting UVA's athletic teams, their achievements, and sports schedules.

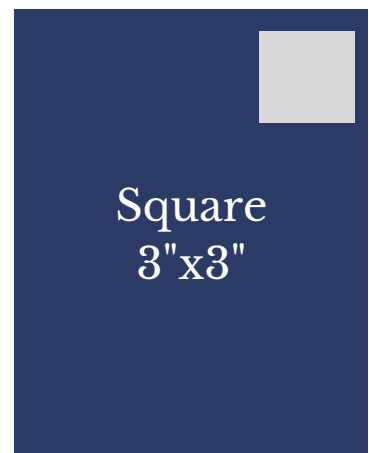
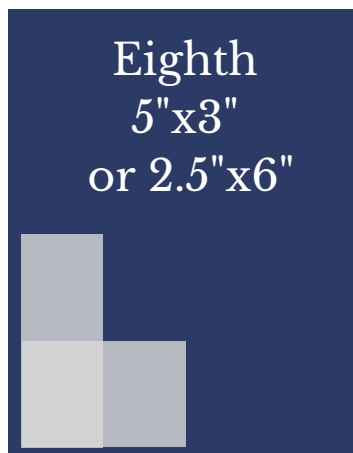
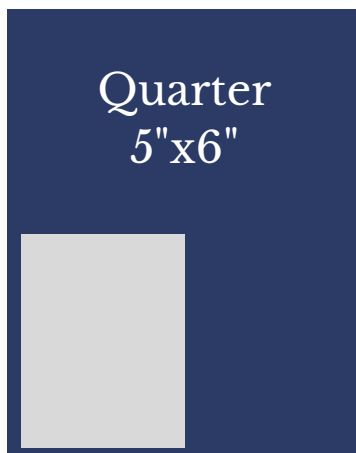
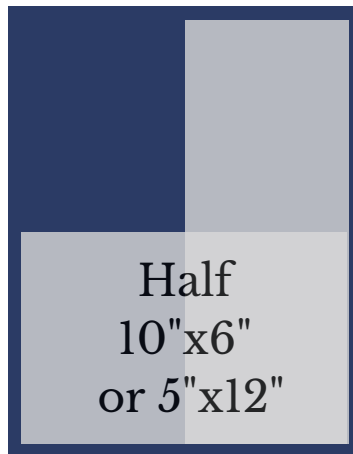
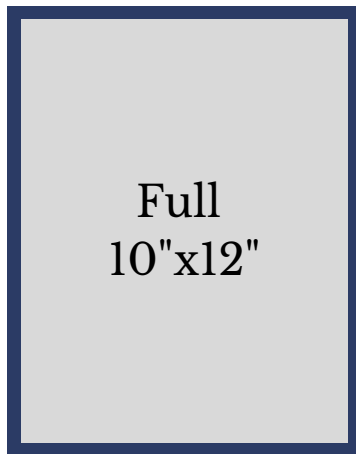
PARENTS

Landing in inboxes weekly (M-F), our Parents e-newsletter reaches parents of UVA students, allowing them to keep up with various University updates.

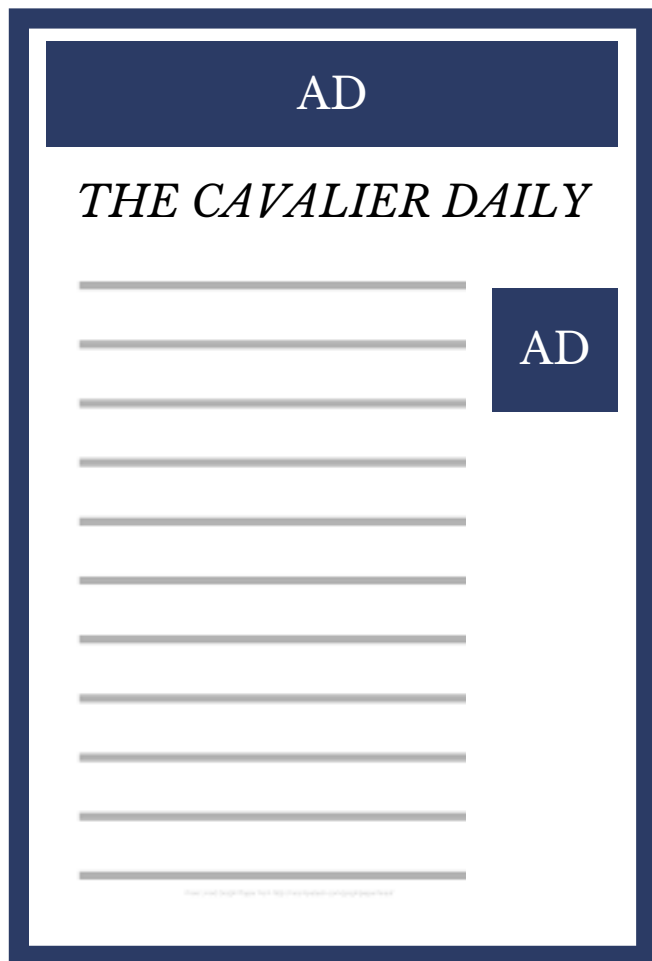
FALL 2022 PRINT PUBLICATION DATES



PRINT AD SIZES

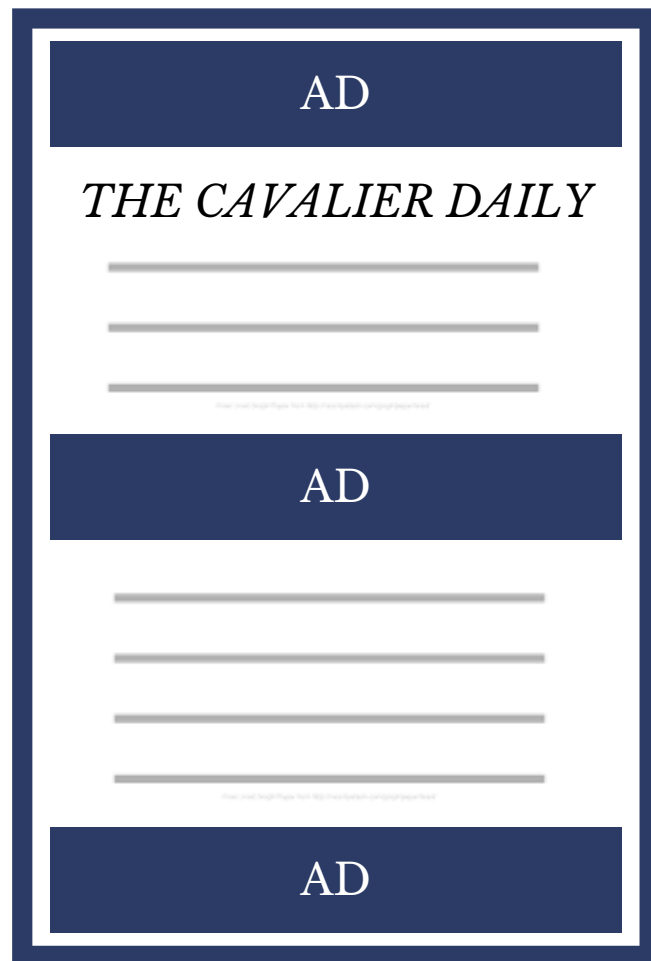


DIGITAL AD SIZES



WEBSITE

Top Banner: 728x90 px
Side Banner: 300x250 px



E-NEWSLETTER

All Banners: 728x90 px

SOCIAL MEDIA

Photo Dimensions Are Flexible

Max Video Length (Minutes):

Instagram	Twitter	Facebook
5	2:20	5

Preferred File Format: JPG

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 invoicing system or mail a check to PO Box 400703, Charlottesville, VA 22904.

AD SUBMISSION DEADLINES

PRINT

1

week prior
to run date

E-NEWSLETTER

1

week prior
to run date

WEBSITE

3

days prior
to run date

SOCIAL MEDIA

5

days prior
to run date

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

LOGISTICS

CANCELLATIONS

Must be made prior to the ad's run date. Cancellations after the run date are non-refundable. If a design request is in progress, the \$50 fee is non-refundable.

TEARSHEETS

May be requested. The Cavalier Daily reserves the right to deny excessive requests.

POLICIES

APPEARANCE

All advertising is subject to approval by the Advertising Manager and the Managing Board. *The Cavalier Daily* reserves the right to refuse any advertisement or to label any ad as paid.

MAKE GOODS

The Cavalier Daily reserves the right to make any necessary changes to ensure the best possible output. *The Cavalier Daily* is not liable for typographical or printer errors.

PLACEMENT

The Cavalier Daily does not guarantee the placement of any ad in a specific location within a print issue. Placement in specific literary sections can be arranged through negotiation with the Advertising Manager or Chief Financial Officer.

LIABILITY

The advertiser assumes all liability for any ad placed in *The Cavalier Daily* and agrees not to hold *The Cavalier Daily* and/or its agents liable for the content of all advertising authorized for publication, including any photograph, likeness, name, logo, trademark, representation, or any other material provided by the advertiser.

CONTACT INFORMATION



If you have any questions, please contact us!



Editor-In-Chief: e.surovell@cavalierdaily.com

Chief Financial Officer: cfo@cavalierdaily.com

Advertising Manager: b.graber@cavalierdaily.com



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