



The Dartmouth

Advertising Media Guide 2017

Who We Are

The Dartmouth is the only daily newspaper serving Dartmouth College. The Dartmouth is published by The Dartmouth, Inc., an independent, nonprofit corporation chartered in the state of New Hampshire. We are a team of over 200 students.

Who We Reach

In print, we reach up to 5,700 students and 11,500 employees every day. Additionally, we are available to the 175,000 residents of the Upper Valley community in New Hampshire and Vermont. Our paper is distributed across campus, in downtown Hanover, and on the Dartmouth Coach. Print subscribers also receive The Dartmouth at their doorsteps.

Online, we reach thousands of alumni and Dartmouth families, with over half of our online readership comprised of individuals over the age of 25. TheDartmouth.com is accessed in over 100 countries each week and is frequently accessed by readers in New York, Boston, Washington D.C., and San Francisco. Our online audience is constantly growing and expanding.



Print

2,500 daily
438,000 annually

Online

10,000 daily views
8,000 email subscribers



Social Media



1,000+ followers

9,000+ likes



14,000+ followers

145,000+ views



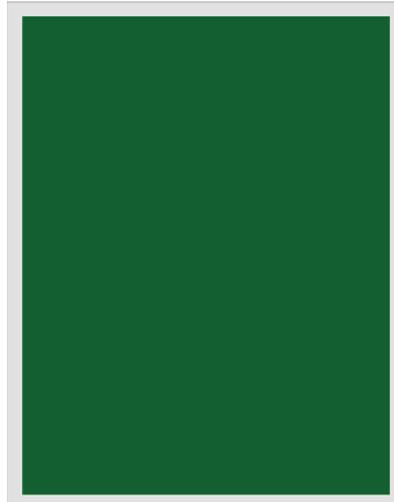
Interested in placing an advertisement or learning more? Reach out to us anytime: business@thedartmouth.com or (603) 646-2600.

Print Advertising

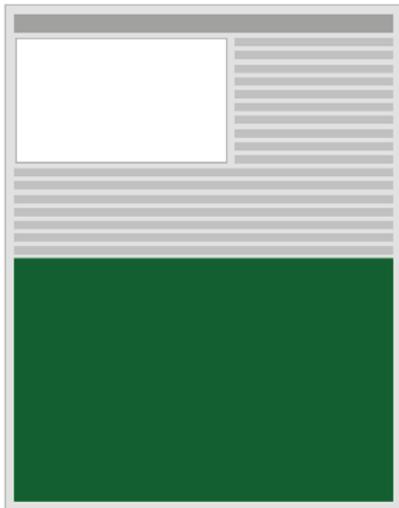
Front Page
Banner
10" x 1"
5 Columns



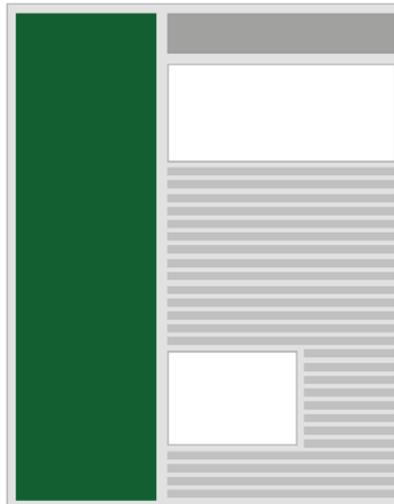
Full Page
10" x 12.5"
5 Columns



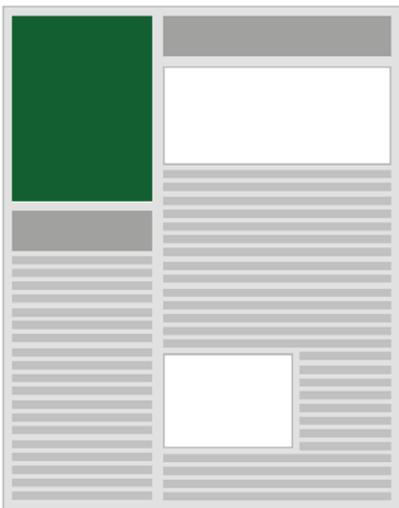
Horizontal
Half Page
10" x 6.25"
5 Columns



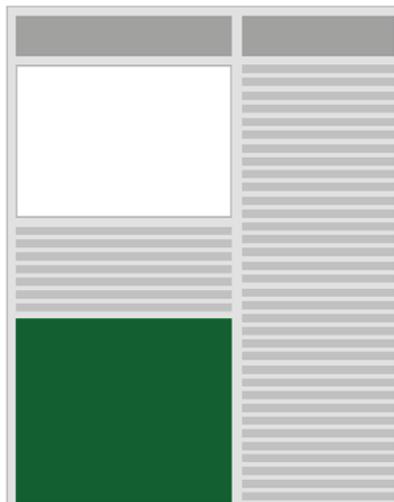
Vertical
Half Page
4" x 12.5"
2 Columns



"The Dime"
4" x 6.25"
2 Columns



"The Quarter"
6" x 6.25"
3 Columns



==== Digital Advertising =====

With thousands of views on TheDartmouth.com each day, online advertising is a great way to reach the Dartmouth community, from dorm rooms in Hanover to students studying abroad around the world. **Here's how it works:** You purchase your ad space at a weekly or monthly rate. Your ad is linked directly to your website. We rotate your ad with a maximum of 3 other advertisements, guaranteeing you 25% share of voice for that ad space.

The Dartmouth

AMERICA'S OLDEST COLLEGE NEWSPAPER. FOUNDED 1799.

NEWS OPINION SPORTS ARTS MIRROR DARTBEAT MULTIMEDIA

Leaderboard 720 x 90 pixels

TOP STORIES

Top Square 300 x 250 pixels

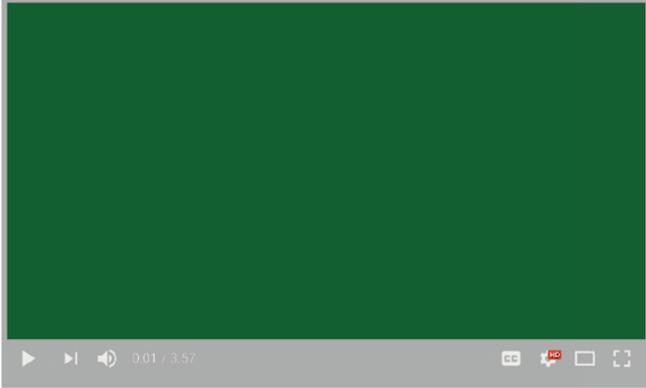
LATEST PRINT ISSUE

Bottom Square 300 x 250 pixels

Large Sidebar 300 x 600 pixels

Alternative Options

At *The Dartmouth*, we are committed to working with clients to create the most optimal advertising packages. In addition to print and online advertising, we offer:



Multimedia Advertising: Place an ad at the beginning of our multimedia content. Better yet, sponsor an entire video about your business.

Daily Email: Get your ad in thousands of inboxes every morning! Purchase ad space in our daily email.



Inserts: Place an advertising insert in our paper.



Interested in advertising but don't know what you want? Set up a *free* advertising consultation with an associate at *The Dartmouth* — we will help develop creative solutions for your advertising needs.

Publishing Calendar

JANUARY

S	M	T	W	T	F	S
-	-	-	4	5	6	-
-	9	10	11	12	13	-
-	-	17	18	19	20	-
-	23	24	25	26	27	-
-	30	31				

FEBRUARY

S	M	T	W	T	F	S
			1	2	3	-
-	6	7	8	9	10	-
-	13	14	15	16	17	-
-	20	21	22	23	24	-
-	27	28				

MARCH

S	M	T	W	T	F	S
			1	2	3	-
-	6	7	8	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	27	28	29	30	31	

APRIL

S	M	T	W	T	F	S
						-
-	3	4	5	6	7	-
-	10	11	12	13	14	-
-	17	18	19	20	21	-
-	24	25	26	27	28	-
-						

MAY

S	M	T	W	T	F	S
			1	2	3	4
-	8	9	10	11	12	-
-	15	16	17	18	19	-
-	22	23	24	25	26	-
-	-	30	31			

JUNE

S	M	T	W	T	F	S
						-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
11	-	-	-	-	-	-
-	-	-	-	-	23	-
-	-	-	-	-	30	

JULY

S	M	T	W	T	F	S
						-
-	-	-	-	-	7	-
-	-	-	-	-	14	-
-	-	-	-	-	21	-
-	-	-	-	-	28	-
-	-					

AUGUST

S	M	T	W	T	F	S
					4	-
-	-	-	-	-	11	-
-	-	-	-	-	18	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-

SEPTEMBER

S	M	T	W	T	F	S
						-
-	-	-	6	-	-	-
-	11	12	13	14	15	-
-	18	19	20	21	22	-
-	25	26	27	28	29	-

OCTOBER

S	M	T	W	T	F	S
-	2	3	4	5	6	-
-	9	10	11	12	13	-
-	16	17	18	19	20	-
-	23	24	25	26	27	-
-	30	31				

NOVEMBER

S	M	T	W	T	F	S
			1	2	3	-
-	6	7	8	9	10	-
-	13	14	-	-	17	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-

By the Numbers

9

Special Issues

151

Print Days

1,264

Pages Per Year

365

Days of Online
Content