



# The Dartmouth

Advertising Media Guide 2023

# 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

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 as new readers discover our articles through our social media platforms. We connect with our 32,000 Twitter followers and 6,500 Instagram followers on a daily basis.

In print, we reach up to 5,700 students and 11,500 employees every Friday. 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 and in downtown Hanover. Print subscribers also receive The Dartmouth at their doorsteps.



## Print

750 weekly

## Online

80,000 monthly active users

2,500 email subscribers

## Daily E-Newsletter

3,000+ recipients

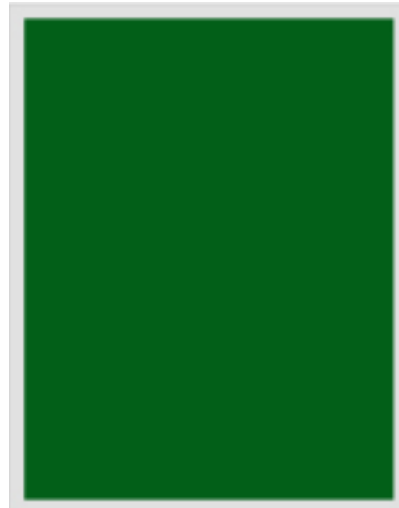
Interested in placing an advertisement or learning more? Reach out to us anytime:  
[publisher@thedartmouth.com](mailto:publisher@thedartmouth.com)

# Print Advertising

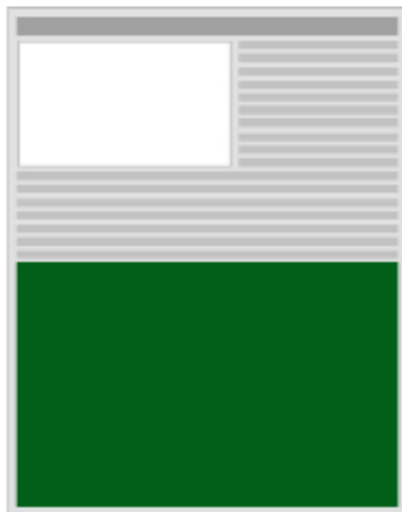
Front Page  
Banner  
10" x 1"  
5 Columns



Full Page  
10" x 12.5"  
5 Columns



Horizontal  
Half Page  
10" x 6.25"  
5 Columns



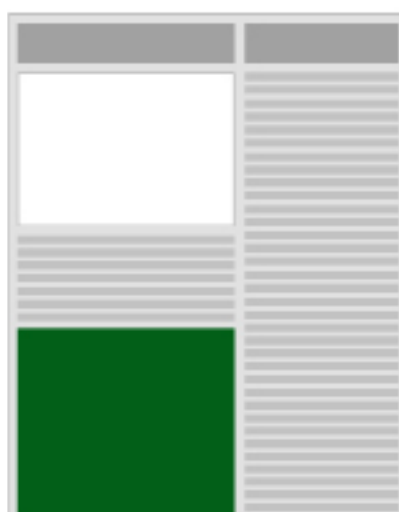
Vertical  
Half Page  
4" x 12.5"  
2 Columns



"The Dime"  
4" x 6.25"  
2 Columns

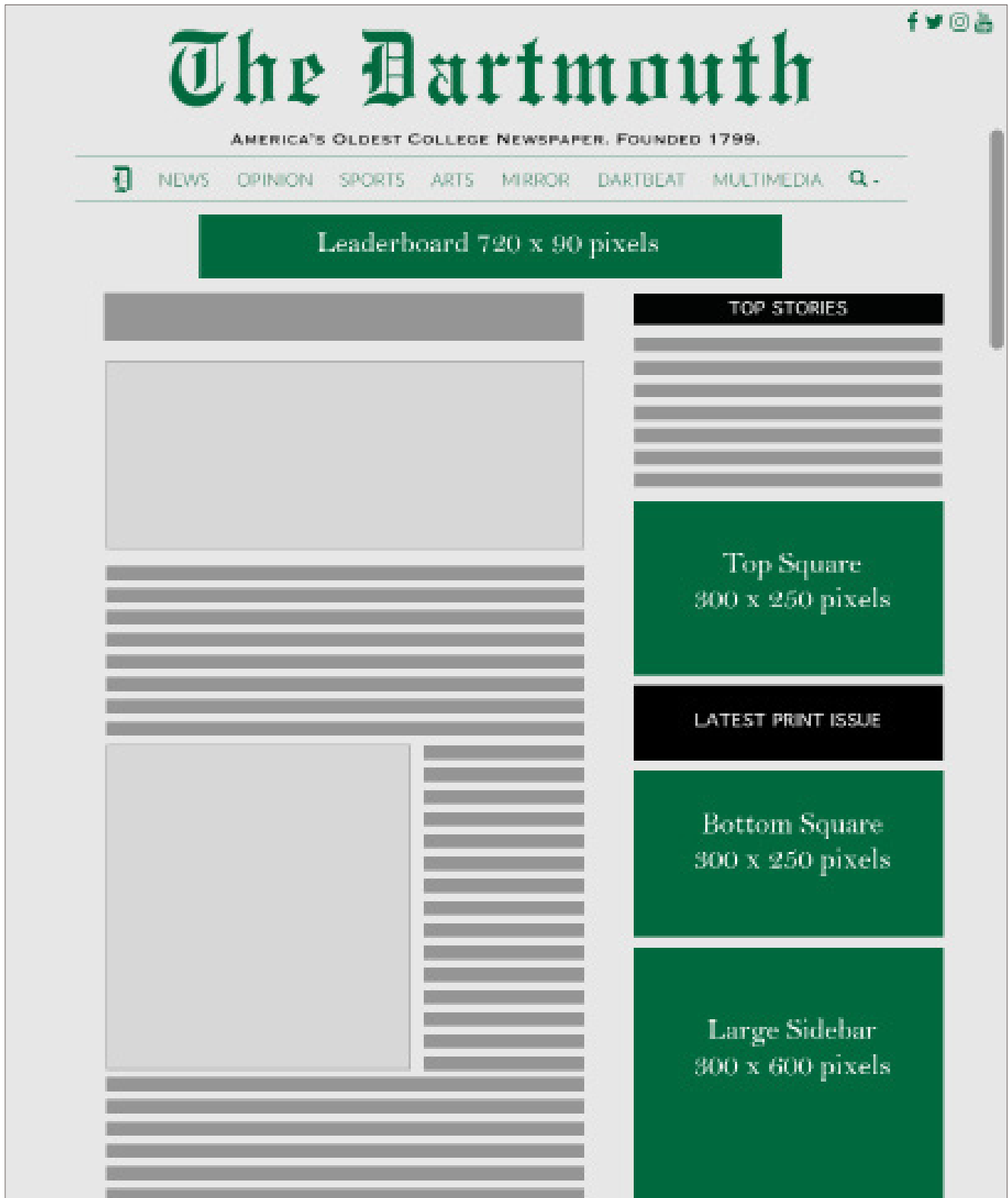


"The Quarter"  
6" x 6.25"  
3 Columns



# 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.



# Advertising Rates



## Print Advertising Rates

Front Page Banner : \$149  
 Full Page : \$479  
 Horizontal Half Page : \$239  
 Vertical Half Page: \$239  
 The Dime : \$69  
 The Quarter : \$139

## Digital Advertising Rates

Leaderboard : \$200/week, \$800/month  
 Top Square : \$150/week, \$600/month  
 Bottom Square : \$100/week, \$400/month  
 Large Sidebar : \$175/week, \$700/month

## Digital Newsletter Advertising Rates

\$70/day  
 \$200/week



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.