

# The Daily Tar Heel

## 2025-26 Rates

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## Local Pricing

*Printing news. Raising Hell. Since 1893.*

*The Daily Tar Heel tells the Carolina story — every day*

## PRINT

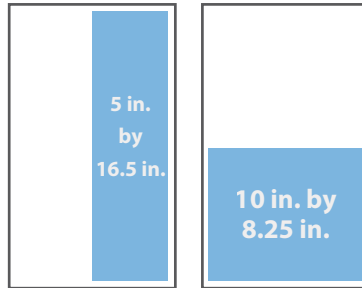
The Daily Tar Heel is the best college newspaper in the nation, serving the University community since 1893, and an 18-time winner of the Pacemaker Award. We print 10,000 copies every Wednesday during the academic year, distributed at more than 150 locations.

Full Page



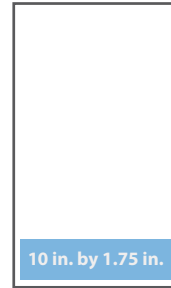
**\$1,500**

Half Page



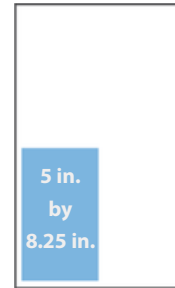
**\$1,000**

Front Page Banner



**\$1,000**

Quarter Page



**\$750**

*Special pricing for premium placements such as the back page; centerspread also available!*

*All pricing is for full-color ads; 10 percent discount for black and white; ad placement is not guaranteed except for premium units above or special agreement as part of your insertion order.*

## SOCIAL

The @dailytarheel Instagram is the largest college media account in the nation, and the only one that's verified, giving you maximum reach. Facebook, X and Tiktok also available

### INSTAGRAM

Sponsored Post: **\$400** 2 slots available per day (AM/PM); up to 10 images (1080 x 1920 px recomm.)

Sponsored Story: **\$600** 1 slot available per day; up to 5 slides (1080 x 1350 px recommended)

## WEBSITE

### RUN OF SITE @ DAILYTARHEEL.COM

Standard digital units (728x90 or 300x250) that run throughout the site for maximum exposure

**\$500** / 50,000 impressions

**\$900** / 100,000 impressions

### SPECIAL CALL TO ACTION ADS

Attention-grabbing units that run in special positions on the homepage or other locations

**\$250** / day

**\$1000** / week (seven days)

### SPONSORED CONTENT

A custom story written specifically about your business that runs native on the website. In addition to the story, each sponsored content package includes:

- One placement in DTH At A Glance, our daily newsletter
- One sponsored Instagram post and one sponsored Facebook post to promote the story
- Homepage placement for your story for three days

**\$1000**

**919-962-1163 • advertising@dailytarheel.com • www.dailytarheel.com/advertise**

# ON-CAMPUS

## The Daily Tar Heel

The Daily Tar Heel has an array of ways to reach the university community, wherever they are. Talk to your account executive about all the details:

### DTH & A DONUT

**\$750** Every Wednesday, the DTH hands out the new print edition — and your message! + FREE INSTA PROMO

### POSTERING

**\$300** minimum (Up to 50 pieces; additional posters are \$2 per piece)

### NEWS RACK - Standard

**\$600** minimum for 5 racks/1 month (Additional racks available for \$100/month)

### FLYER DISTRIBUTION

**\$300** minimum (Up to 200 pieces; additional flyers are \$1 per piece)

### A-FRAME SIGNS

**\$500** minimum for 3 signs/1 week (Additional signs available for \$150/week)

### NEWS RACK - Mega Panels

**\$1,000** minimum for 3 racks/1 month (Additional racks available for \$250/month)

## EMAIL

Every weekday (and often twice a day), The Daily Tar Heel sends news to more than 60,000 people, including every UNC student, along with faculty and staff, locals and Carolina fans

### DTH AT A GLANCE (DAILY)

Our popular daily newsletter hits inboxes every morning, Monday-Friday. Standard ad units are 800x200 pixels; for special units contact your account executive

**Presenting Sponsorship** (At A Glance, presented by your brand, exclusive messaging): **\$500/day**

**Individual Ad Unit** (up to 2 units available each day): **\$300/day**

### WEEKLY NEWSLETTERS

Each of our news desks has its own weekly newsletter, focusing on specific areas of coverage:

- *University Week* (University Desk) • *The OC Report* (City/State Desk) • *From the Sidelines* (Sports Desk)
- *Slice of Life* (Lifestyle Desk) • *Raising Heels* (News from the Daily Tar Heel selected especially for UNC parents)

**Presenting Sponsorship** (The newsletter, presented by your brand, exclusive messaging): **\$500/week**

**Individual Ad Unit** (up to 2 units available each day): **\$300/week**

## AD POLICIES

**University  
Departments**  
15% discount

#### Print Deadlines

Space reservation Friday at noon for the following Wednesday. All materials due by Monday at noon.

#### Inappropriate Ads

The Daily Tar Heel reserves the right to reject any ad that violates our advertising policies or is deemed inappropriate.

**Government Agencies  
and Nonprofits**  
15% discount

#### How to Submit

Send ads for review and approval to your account executive via email or upload on our site.

#### Payment/Invoicing

We will invoice you when you sign your insertion order. In some cases we will require clients to pay before we run your ad.

**Recognized Student  
Organizations**  
25% discount

#### Accepted File Types

If you have questions about size or resolution, ask your sales rep.

Print: press-ready PDF

Digital: JPG, PNG or GIF

Email: JPG, PNG or GIF

#### University Clients

We accept P-Card payments