

PRODUCT LIST

Circulation 10,000

Print Days: M, W, F

NET PRINT ADVERTISING RATES (For National Agencies)

	Vertical	Horizontal	Full Color	2 Colors	1 Color	Black & White
Full Page	10 x 16.5	---	\$2,259.90	\$2,184.90	\$2,109.90	\$2,034.90
1/2 Page	5 x 16.5	18x8.25	\$1,242.45	\$1,167.45	\$1,092.45	\$1,017.45
1/4 Page	5 x 8.25	10 x 4	\$733.73	\$658.73	\$583.73	\$508.73
1/6 Page	5.2 x 7	10.5 x 3.5	\$564.15	\$489.15	\$414.15	\$339.15

Front Page Banner	10 x 1.75 - full color	\$825/day
Crossword/Sudoku Sponsorship	5 x 1 - black & white	\$125/day

all sizes are listed in inches (width x height)

NET DIGITAL ADVERTISING RATES

Fullscreen Leaderboard	728 x 90	All Sizes Are Purchased Together \$600/week GUARANTEED a minimum of 50,000 impressions
Medium Rectangle	300 x 250	

DTH at a Glance	728x90 or 300x250	\$325/week	HeelsHousing.com Listing Page	\$195/month
DailyTarDeals Social Media Stream		\$150/month	@DailyTarHeel Sponsored Tweets	\$175/tweet
Facebook Sponsored Post		\$175/each		
Paid Content Article & Promotion		\$950/article + Promotion 3 times per week in:		
		<ul style="list-style-type: none"> • DTH At a Glance newsletter • Social channels • DTH home page 		

NET ADDITIONAL MARKETING OPPORTUNITIES

DTH Distribution Box Sign	\$875/month (5 box signs/month)	DTH & Doughnut Sponsorship	\$900/event
Workshop & Event Sponsorships	ask for details		

1893 Brand Studio Services: Let us tell the story of your organization or business!

We offer website creation and content, press releases, graphic design, photo services, promotional videos, and social media advertising. Ask your Account Executive for pricing information.

NET PRE-PRINTED INSERT RATES

Deadlines

All preprints running for the first time must be approved by The Daily Tar Heel two weeks prior to insertion.
Arrival at press: One week prior to insertion

Reservation

Call advertising office for date availability. Do not ship inserts prior to confirming date.

Specifications

Minimum size 5.5" x 8.5" Maximum size 11.25" x 12.5"
Minimum weight of printed stock 50 lb. Maximum thickness 0.25"

Rates

Single sheet, no folds net \$95/1,000 inserts. All others net \$105/1,000 inserts. No magazines are permitted. Inserts are sold in increments of 1,000 with a 5,000 minimum and 10,000 maximum.

Shipping

Please address all shipments: Triangle Web Printing for The Daily Tar Heel UDI Industrial Park 514 United Drive Durham, NC 27713