

The Daily Tar Heel

2025-26 Rates



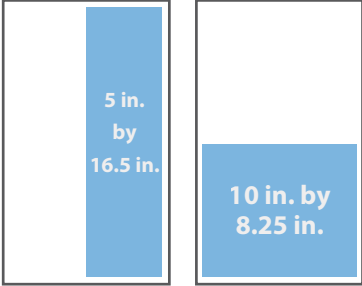
National Pricing

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	Half Page	Front Page Banner	Quarter Page
			
\$2,500	\$1,500	\$1,500	\$1,000

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: **\$500** 2 slots available per day (AM/PM); up to 10 images (1080 x 1920 px recomm.)

Sponsored Story: **\$750** 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

\$600 / 50,000 impressions

\$1,000 / 100,000 impressions

SPECIAL CALL TO ACTION ADS

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

\$300 / 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

\$1,200

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

\$1,000 Every Wednesday, the DTH hands out the new print edition — and your message! + FREE INSTA PROMO

POSTERING

\$400 minimum (Up to 50 pieces; additional posters are \$2 per piece)

NEWS RACK - Standard

\$1,000 minimum for 5 racks/1 month (Additional racks available for \$100/month)

FLYER DISTRIBUTION

\$400 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