

PRODUCT LIST

SPECIAL SECTION ADVERTISING RATES

Circulation includes 10,000 papers delivered to 197 distribution locations.

| | Vertical | Horizontal | Full Color | 2 Colors | 1 Color | B&W |
|-----------|-----------------|-------------------|-------------------|-----------------|----------------|----------------|
| Full Page | 10 x 16.5 | --- | \$1,295 | \$1,240 | \$1,180 | \$1,125 |
| 1/2 Page | 5 x 16.5 | 10. x 8.25 | \$730 | \$675 | \$625 | \$560 |
| 1/4 Page | 5 x 8.25 | 10 x 4 | \$600 | \$525 | \$450 | \$375 |
| 1/6 Page | 3.25 x 8.25 | 5 x 5.5 | \$475 | \$400 | \$325 | \$250 |

2019-20 Calendar - Single Month Sponsor (9" x 2") \$1,000

2019-20 Calendar - Featured Sponsor - logo on every calendar page \$8,000

DIGITAL ADVERTISING RATES

www.dailytarheel.com averages 47,725 visitors per week during the school year.

| | | | |
|---|---|--|---------------|
| Fullscreen Leaderboard | 728 x 90 | { All Sizes Are Purchased Together \$450/week GUARANTEED a minimum of 50,000 impressions | |
| Medium Rectangle | 300 x 250 | | |
| Call To Action Leaderboard | Sizes: 1200 x 40 • 960 x 40 • 740 x 40 • 320 x 40 | | \$150/day |
| Paid Content Article & Promotion | | | \$800/article |

*Runs prominently on www.dailytarheel.com and is promoted 3x in DTH At A Glance, on Twitter and on Facebook.

NEWSLETTER RATES

DTH At A Glance has 9,500 subscribers and a 30% open rate 5 days a week.

| | |
|--|------------|
| DTH At A Glance Banner Ad | \$300/week |
| DTH At A Glance Native Ad | \$300/week |
| DTH At A Glance Title Sponsorship | \$500/week |

*Banner ads for DTH At A Glance are 300x250. Native sponsorships include a photo or logo and a 100-word news blurb.

SOCIAL MEDIA

The DTH's social media accounts reach more than 94,000 people.

| | |
|--|------------|
| Facebook Sponsored Post | \$100/each |
| Instagram Sponsored Post | \$100/each |
| Facebook OR Instagram Sponsored Video | \$250/each |
| Sponsored Tweet | \$100/each |

HEELS HOUSING

| | |
|---------------------------------------|------------------|
| HeelsHousing.com Listing Page | \$130/month |
| HeelsHousing.com Banner Ad | \$100/month |
| Housing Newsletter Sponsorship | \$250/newsletter |

Ask about our print housing editions and contract discounts!

plan your DATES...

The Daily Tar Heel

PUBLICATION SCHEDULE

Graduation Guide

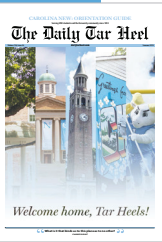
Thursday, May 9
Due: Friday, April 26



New Student Guide

Wednesday, May 22
Due: Friday, April 26

Distributed throughout the summer at new student orientation



Mail-Home Edition

In mailboxes by July 1
Due: Friday, June 14



2019-20 Calendar

distributed during move-in weekend and on FDOC

Due: Monday, July 8



Welcome Back

Friday, August 16
Due: Friday, July 19



First Day of Class

Tuesday, August 20
Due: Thursday, August 15



SUMMER 2019

| | SU | MO | TU | WE | TH | FR | SA |
|--------|-------|------------|------|------|------------|------|----|
| MAY | 28 | 29 | 30 | 1 | EXAM BREAK | | 4 |
| | 5 | EXAM BREAK | | 8 | ★ 9 | 10 | 11 |
| | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| | 19 | 20 | 21 | ★ 22 | 23 | 24 | 25 |
| | 26 | 27 | 28 | 29 | 30 | 31 | |
| | | SU | MO | TU | WE | TH | FR |
| JUNE | | | | | | | 1 |
| | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| | 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| | 23/30 | 24 | 25 | 26 | 27 | 28 | 29 |
| | | SU | MO | TU | WE | TH | FR |
| JULY | | | | | | | 1 |
| | 2 | ★ 1 | 2 | 3 | 4 | 5 | 6 |
| | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| | 28 | 29 | 30 | 31 | | | |
| | SU | MO | TU | WE | TH | FR | SA |
| AUGUST | | | | | 1 | 2 | 3 |
| | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | 11 | 12 | 13 | 14 | 15 | ★ 16 | 17 |
| | 18 | 19 | ★ 20 | ○ 21 | 22 | ○ 23 | 24 |
| | 25 | ○ 26 | 27 | ○ 28 | 29 | ○ 30 | 31 |

★ Noteworthy Editions

○ DTH Publication Dates

■ DTH AT A GLANCE and DAILYTARHEEL.COM Digital Advertising Available

SAVE 25% *Advertise in the Mail-Home, Welcome Back and FDOC to save 25% on your order. *Cannot be combined with other discounts or promotions.*