

PRINT RATES

2024-25

QUICK FACTS

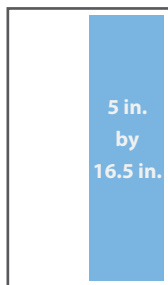
- 9,000 copies of The Daily Tar Heel are printed and distributed every Wednesday.
- We distribute across campus (inside and outside) as well as throughout Chapel Hill, Carrboro and the greater Orange County.
- There are DTH boxes at almost every major bus stop in town.
- Our average pickup rate is 85%.
- The Daily Tar Heel is the newspaper of record for Chapel Hill and Carrboro and is the only print newspaper in this area.

PRINT AD SIZES These ads are priced per run. Larger ads receive priority placement above smaller ads. Placement is not guaranteed.

Full Page



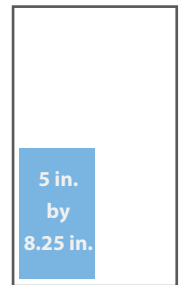
Half Page



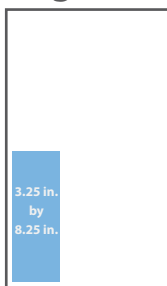
Front Page



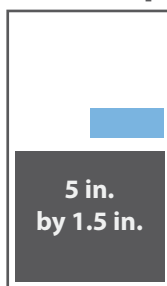
Quarter Page



Sixth Page

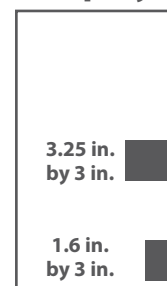


Crossword Sponsorship



The DTH's crossword is popular with students, faculty and beyond. This ad runs directly above the puzzles.

Display Classifieds



The best option for "help wanted" or legal notices.

PRICING

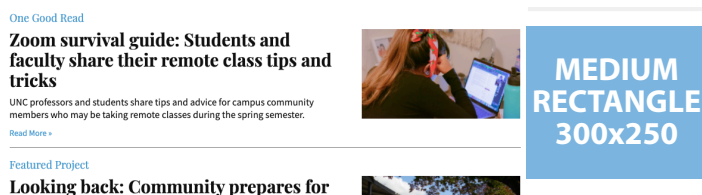
	Full Color	One Color	Black & White
Full Page	\$1,350	\$1,200	\$1,150
Half Page	\$750	\$650	\$575
Quarter Page	\$650	\$500	\$400
Sixth Page	\$500	\$350	\$275
Front Page Banner	\$600	—	—
Crossword	—	—	\$150

The deadline for print ads is Friday before 12 p.m., unless otherwise listed on the publication calendar. Please refer to our policies at www.dailytarheel.com/advertise for additional information.

2024-25

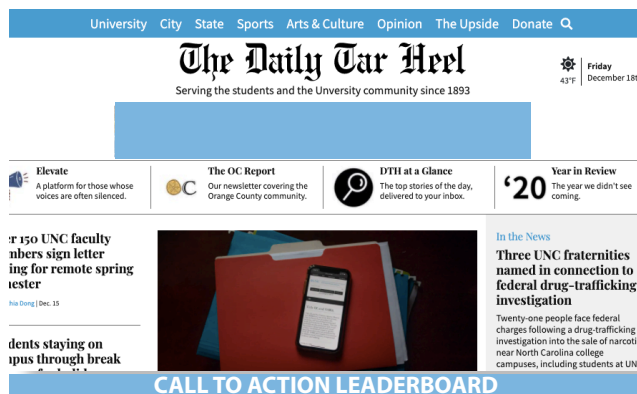
The top source for University, sports and community news. Averages 50,000 visitors per week.

*50,000 impressions take about 7 days to fulfill. Can be spread out between 7 and 30 days. 25,000 impression minimum. Based on a \$9 CPM.



An exclusive space for advertisers who want 100% share of voice on desktop and mobile.

\$850 / 7-day week
\$150 / day



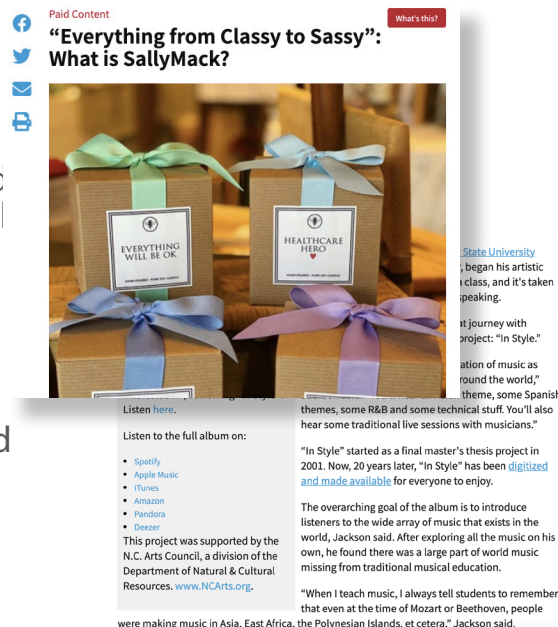
Our most popular package.

Our brand storytellers are ready to write about you and your business or organization with a paid content article on www.dailytarheel.com.

Bonus benefits of the paid content article includes:

- One week on the www.dailytarheel.com homepage.
- One week in DTH At A Glance, our email newsletter.
- Three sponsored Facebook posts and three sponsored tweets.

\$900 (over \$1,600 in value!)



919-962-1163 • ADVERTISING@DAILYTARHEEL.COM • WWW.DAILYTARHEEL.COM/ADVERTISE

EMAIL RATES

2024-25

DTH Weekly

Every week on Thursdays, we send DTH Weekly to every one of UNC's **30,000+** students.

DTH At A Glance

More than 10,000 students, faculty, staff, community members and alumni receive this roundup of everything you need to know on and around campus, sent Monday-Friday.

Ad Size: 600x300 pixels

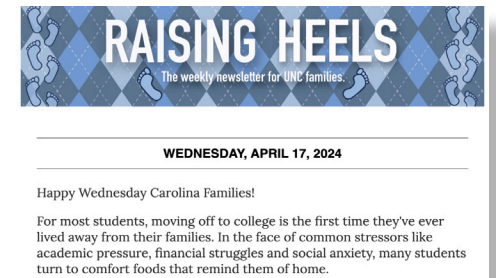
Deadline: Thursdays before 12 p.m.

\$500 / week | \$1250 / month



Raising Heels

More than 1,700 parents (and counting) receive this weekly newsletter exclusively for parents of UNC students.



The OC Report

More than 3,700 permanent residents of Chapel Hill, Carrboro and the Orange County area at large tune into the OC Report weekly on Mondays. The Daily Tar Heel is the only independent, daily news source in this community.



Monday, July 3, 2023

By Walker Livingston, Summer City & State Editor

Good morning and happy Monday!

I hope you are having a lovely beginning to your week. Thank you for starting your week with the City & State Desk at The Daily Tar Heel!

In recent news, the North Carolina General Assembly passed House Bill 574, which restricts transgender women from participation in school sports. Last Tuesday, the U.S. Supreme Court ruled to reject Independent State Legislature Theory, which would affect gerrymandered districts in N.C. As candidacy are beginning to announce their candidacy for local seats, Michael Parker

From the Sidelines

More than 3,200 UNC fans receive this weekly newsletter about all things sports.

Native Sponsorship: 50 words + 300x250 image

Banner Sponsorship: 300x250 image

Deadline: Fridays before 12 p.m.

\$300 / week | \$600 / month



The luck of the Irish

By Shelby Swanson, assistant sports editor

In some good news for the UNC men's basketball team, former Notre Dame guard Cormac Ryan committed to North Carolina on Thursday.

SOCIAL MEDIA RATES

2024-25

SOCIAL MEDIA ADVERTISING

X/Twitter | 64,500 followers

Specs: 600 x 335 pixels + 240 characters

\$100 / post

Facebook | 42,100 followers

Specs: Any size image + unlimited character count

\$150 / post

Instagram | 46,000 followers

Specs: 1080 x 1080 pixels + 240 characters, no links

\$200 / post

Instagram Story | 46,000 followers

Specs: Up to 5 slides (images, videos, etc.) 1080 by 1920 pixels

\$300 / series



SOCIAL MEDIA ADVERTISING

The Head Coach Package

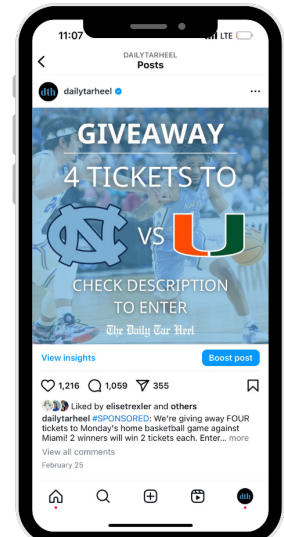
10 posts for \$1600
(save 20 percent!)

The Mascot Package

5 posts for \$850
(save 15 percent!)

The Junior Mascot Package

3 posts for \$540
(save 10 percent!)



Available platforms: Facebook, Twitter and Instagram. Packages must be ordered at one time and cannot be combined with other discounts.

919-962-1163 • ADVERTISING@DAILYTARHEEL.COM • WWW.DAILYTARHEEL.COM/ADVERTISE

Flyering & Street Teams

Hand out coupons and marketing materials – directly into the hands of UNC students. Our staff can hang posters, pass out flyers and coupons and hang flyers and marketing materials in classrooms, dorms and other places restricted to non-students. Get your name out there today.

\$200 / 200 pieces



DTH & A Donut

If there's one thing we know... it's that college students LOVE free food! We'll bring the donuts and book a high-traffic location in the Pit, and pass out your company's marketing material and merch for two hours.

\$750 / per event



Billboards

Hundreds, if not thousands, walk by our DTH distribution boxes every day. Imagine if they saw your business's name there, too.

One box:	\$150 / month
5 boxes:	\$500 / month
10 boxes:	\$900 / month



POLICIES AND FAQs

2024-25

Contract Discounts

We'd love to work with you to create a long-term solution that fits your goals.

Our contract discounts begin at 10% and must run for a minimum of 3 months and a maximum of 12 months. Discounts cannot be combined or stacked, and existing promotions or packages cannot be combined with discounts.

Unfulfilled contracts will be billed at the end of the time frame designated.

UNC Departments
15% discount

Government Agencies and Nonprofits
15% discount

Recognized Student Organizations
35% discount

Minimum \$1,500
10% discount

Minimum \$5,000
20% discount

Minimum \$12,000
30% discount

Minimum \$3,000
15% discount

Minimum \$8,000
25% discount

Minimum \$15,000
35% discount

Submission Details

Digital Deadlines

Unless otherwise noted, deadlines are always two business days before the run date by 12 p.m. EST. If you need to start a digital, social or email campaign sooner, let your account executive know.

Print Deadlines

Wednesday papers = Fridays at 12 p.m. Note that special sections will have earlier deadlines. Note the publication calendar for the most up-to-date information.

Classifieds Deadlines

Classifieds must be submitted by 11 a.m. the day before a print edition.

Accepted File Types

Print ads = press-ready PDF
Digital ads = JPG, PNG or GIF
Email ads = JPG or PNG

How to Submit

Submit creative for review and approval to your account executive or to advertising@dailytarheel.com.

Payment Information

We accept cash, check and all major credit cards as payment. Clients who have not advertised with us in the past or who do not have established credit with the DTH will be required to prepay for all advertisements.

Campus Payment

Campus departments do not need to apply for credit or prepay for advertisements with the DTH. We do accept P-Card and direct deposit payments.

Invoicing

Invoices are sent via email at the beginning of each month, for all advertisements run in the previous month.

Credit

We encourage regular customers to apply for credit with the DTH. You can do this by talking to your account executive and submitting a credit application.