

PRODUCT LIST

PRINT 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
Front Page Banner	10 x 1.75 - full color			\$550/day		
Crossword/Sudoku Sponsorship	5 x 1.5 - black & white			\$85/day		
Display Classified Ads	1.6 x 3 - black & white			\$35/day		
	3.25 x 3 - black & white			\$75/day		

ADDITIONAL OPPORTUNITIES

DTH Distribution Box Signs \$625/month (5 box signs/month)

DTH & a Doughnut Sponsorship \$600/event

Ask about our **Custom Events, Flying or Street Team Promotions!**

MARKETING SERVICES

1893 Brand Studio is a full-service student powered brand and marketing agency in house. We offer services like...

- Writing & Reporting
- SEO & Google AdWords Campaign Management
- Social Media Management
- Facebook Ad Campaign Management
- Event Planning and Management
- Headshots
- Photography and Videography
- 360 Video
- Web Development
- Graphic Design
- Logo Design
- Consulting
- Market Research
- Review Management

Interested? Ask to talk to a campaign strategist today!

CONTRACT DISCOUNTS Available on all advertising products.

UNC Department, Nonprofit & Government Discount: 15% off

Officially Recognized Student-Run Organizations: 35% off

Min \$1,500 10% off

Min \$8,000 25% off

Min \$3,000 15% off

Min \$12,000 30% off

Min \$5,000 20% off

Min \$15,000 35% off

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DIGITAL ADVERTISING RATES

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

Fullscreen Leaderboard	728 x 90	{ \$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	
Partner Promotion Emails	\$500/email	*9,900 subscribers, limited quantities available.
Daily Tar Deals Banner Ad	\$250/month	*4,500 subscribers.
Daily Tar Deals Listing	\$100/listing	

*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!

OFFLINE CHAPEL HILL

The No. 1 place to get entertainment and things to do news in Chapel Hill.

Website Display Ad	\$450/week	
Newsletter Sponsor	\$250/week	*2,500 subscribers and growing. 50% open rate.
Weeklong Takeover	\$600/week	*newsletter sponsor and website display ad.

*Prices are subject to change. Lock in your prices now with a contract.