

NATIONAL RATE CARD 2024-25

PRINT RATES

- 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.
- Our average pickup rate is 85%.

	Vertical	Horizontal	Full Color	1 Color	Black & White
Doubletruck	20 x 16.5	---	\$3,277.35	---	---
Full Page	10 x 16.5	---	\$2,259.90	\$2,109.90	\$2,034.90
Back Cover	10 x 16.5	---	\$2,459.90	\$2,309.90	\$2,234.90
1/2 Page	5 x 16.5	10 x 8.25	\$1,242.45	\$1,092.45	\$1,017.45
1/4 Page	5 x 8.25	10 x 4	\$733.73	\$583.73	\$508.73
1/6 Page	3.25 x 8.25	5 x 5.5	\$564.15	\$414.15	\$339.15
Front Page Strip	---	5 x 1.75	\$825	---	---

All sizes are listed in inches. (width x height)

DIGITAL RATES

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

Fullscreen Leaderboard	728x90	\$12 CPM
Medium Rectangle	300x250	\$12 CPM

*50,000 impressions take about 7 days to fulfill. Can be spread out between 7 and 30 days. 25,000 impression minimum.

PAID NATIVE CONTENT

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.

\$950 (over \$1,600 in value)



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EMAIL RATES

DTH At A Glance

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

Publication Day: Every Monday-Friday
Deadline: Friday before 12 p.m.

DTH Weekly

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

Publication Day: Every Wednesday at 8 a.m.
Deadline: Friday before 12 p.m.

Native Sponsorship: 50 words + 300x250 image
Banner Sponsorship: 300x250 image

\$600 / weekly

\$2000 / month

ADDITIONAL MARKETING OPPORTUNITIES

Sponsored Social Media Post • \$250 / post

- Facebook: 39,000 followers
- Instagram: 32,000 followers
- Twitter: 63,000 followers

DTH Distribution Billboards • \$875/month
for 5 billboards

On-Campus Postering & Flyering • \$275 / 200
pieces

On-Campus Street Teams • \$225 / 200 pieces

DTH & A Donut Event Sponsorship • \$900 /
event

PRE-PRINTED INSERTION RATES

Single Sheet Inserts • \$95 / 1,000 inserts

All Other Inserts • \$105 / 1,000 inserts

Inserts are sold in increments of 1,000 with a 5,000 minimum and 10,000 maximum.

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

Reservation: Call or email advertising@dailytarheel.com for date availability. Do not ship inserts prior to confirming date. We only print on Wednesdays. Dates are subject to change at any time.

Specifications: Minimum size 5.5" x 8.5". Maximum size 11.25" x 12.5". No magazines permitted. Minimum weight of printed stock 50lb. Maximum thickness 0.25".

Shipping: Please address all shipments to:

Triangle Web Printing for The Daily Tar Heel
UDI Industrial Park
514 United Drive
Durham NC 27713