Media Kit

THE DAILY PRINCETONIAN

Spring 2020

business@dailyprincetonian.com
This year marks The Daily Princetonian's 144th year of publication. With nearly 200 writers, layout designers, editors, and multimedia staffers, the ‘Prince’ plays an important role as the only student-run daily newspaper serving the Princeton community. The ‘Prince’ distributes 1500 papers every weekday, with unmatched access to current Princeton students, faculty, parents, alumni, and other community members. Students can be found discussing our Democratic Primary student polling data or the latest campus controversy over a copy of the ‘Prince’, whether in a dormitory common area or at an Eating Club.

The ‘Prince’ is constantly adapting to today’s digital world. This spring, as COVID-19 has temporarily forced us to move to an online-only publishing format, we are excited to offer brand new online advertising opportunities. We are also thrilled to be launching our new sponsored content brand, 48U Studios. We look forward to working with you to promote your business or organization in The Daily Princetonian.
OUR WEBSITE

Over **84,000** weekly online readers

**70%** of readers in NJ NY PA or CA, 9% in Princeton

Data from 03/20
OUR WEBSITE

Triple Banner
(728x90 px)

Middle Banner appears between News/Opinion and Sports/Prospect.

Bottom Banner appears above the footer.

Top and Bottom Banners appear on all pages, including articles.

Skyscraper
(300x600 px)

<table>
<thead>
<tr>
<th>Triple Banner</th>
<th>Skyscraper</th>
</tr>
</thead>
<tbody>
<tr>
<td>$185/day</td>
<td>$150/day</td>
</tr>
</tbody>
</table>

For a **Web Takeover** (Triple Banner and Skyscraper), a 25% discount is applied to the total price.

Contact us for more information about bulk and long-term pricing.
**DAILY EMAIL NEWSLETTER**

- **Over 1,600 subscribers**

- **24% of readers in NJ, 90% in United States**

- **36% open rate, 18% click rate**

  MailChimp reports the following averages for Media and Publishing: 22% open rate, 4.6% click rate

Our Subscribers Around the World

Data from 03/20

Note: Demographic data is based on a sample of 18% of subscribers. We expect to have updated data in early April 2020.
DAILY EMAIL NEWSLETTER

<table>
<thead>
<tr>
<th>Embedded Image</th>
<th>Header Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>$85/day</td>
<td>$115/day</td>
</tr>
<tr>
<td>$300/week</td>
<td>$385/week</td>
</tr>
</tbody>
</table>

**NEWS**

5 students, 10 employees test positive for COVID-19

- Of the 72 COVID-19 tests, the University has received results on 43, and 10% are currently pending results.
- “It is important that you contact THS no matter where you are tested or when you are tested,” the update concludes. “When you leave the house, it is important to know when and where you first came into contact with the virus.”

U. to compensate student workers for lost hours

- To a move to student worker summer pay, the Office of Student Employment announced that student workers will be reimbursed for hours they would have worked, provided they meet certain conditions.
- Gabriela Abreu ‘20, who works at the Murray Dodge desk on Federal Work Study, says that without some kind of compensation, students with campus jobs will face financial hardship.

Welcome back to daily Prince coverage! Though today marks the end of spring break, fewer than 100 students remain on campus. Rather, students are tuning into their classrooms via Zoom for the first time.
SPONSORED CONTENT

For over a century, the ‘Prince’ has helped businesses recruit talent from the Princeton undergraduate and graduate student bodies through traditional advertising. Today, we are excited to offer premium custom content through 48U Studios. 48U Studios offers recruiters creative ways to stand out from the hundreds of businesses that attend Princeton career fairs and subscribe to online recruiting services. From articles about daily work life to feature video interviews with current employees, the creative staff at 48U Studios will work with you to reach Princeton students. To see the 48U Studios portfolio, or to inquire about working with us, email us at business@dailyprincetonian.com.
**SPONSORED CONTENT**

<table>
<thead>
<tr>
<th>Provided by Advertiser</th>
<th>Article on Website Homepage</th>
<th>Video on Website Homepage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$450/day</td>
<td>$500/day</td>
<td></td>
</tr>
</tbody>
</table>

| Created by 48U Studios  | $350 flat charge + $450/day | Inquire for Pricing       |

| Link in Daily Newsletter| Additional $250/day          | Additional $300/day       |

Contact us to learn about advertising on our social media or for information about package pricing.
CONTACT US

The Daily Princetonian
48 University Place
Princeton, NJ 08544

business@dailyprincetonian.com
princetonian
DailyPrincetonian

Louis Aaron
Chief Strategy Officer
laaron@princeton.edu

Carter Gipson
Chief of Staff
cgipson@princeton.edu