

rate card 2026-2027



advertising@alligator.org
www.alligator.org

P.O. Box 5126
Gainesville, FL 32627
(352) 376-4482
Fax: (352) 376-4556

FALL 2026

S	M	Tu	W	Th	F	S
	2	3	4	5	6	7
	9	10	11	12	13	14
	16	17	18	19	20	21
	23	24	25	26	27	28
	30	31				

S	M	Tu	W	Th	F	S
	3	4	5	6	7	8
	10	11	12	13	14	15
	17	18	19	20	21	22
	24	25	26	27	28	29
	31					

S	M	Tu	W	Th	F	S
	2	3	4	5	6	7
	9	10	11	12	13	14
	16	17	18	19	20	21
	23	24	25	26	27	28
	30	31				

S	M	Tu	W	Th	F	S
	6	7	8	9	10	11
	13	14	15	16	17	18
	20	21	22	23	24	25
	27	28	29	30		

S	M	Tu	W	Th	F	S
	1	2	3	4	5	6
	7	8	9	10	11	12
	14	15	16	17	18	19
	21	22	23	24	25	26
	28					

S	M	Tu	W	Th	F	S
	6	7	8	9	10	11
	13	14	15	16	17	18
	20	21	22	23	24	25
	27	28	29	30		

S	M	Tu	W	Th	F	S
	4	5	6	7	8	9
	11	12	13	14	15	16
	18	19	20	21	22	23
	25	26	27	28	29	30

S	M	Tu	W	Th	F	S
	1	2	3	4	5	6
	7	8	9	10	11	12
	14	15	16	17	18	19
	21	22	23	24	25	26
	28	29	30	31		

S	M	Tu	W	Th	F	S
	4	5	6	7	8	9
	11	12	13	14	15	16
	18	19	20	21	22	23
	25	26	27	28	29	30

S	M	Tu	W	Th	F	S
	1	2	3	4	5	6
	8	9	10	11	12	13
	15	16	17	18	19	20
	22	23	24	25	26	27
	29	30				

S	M	Tu	W	Th	F	S
	4	5	6	7	8	9
	11	12	13	14	15	16
	18	19	20	21	22	23
	25	26	27	28	29	30

S	M	Tu	W	Th	F	S
	1	2	3	4	5	6
	8	9	10	11	12	13
	15	16	17	18	19	20
	22	23	24	25	26	27
	29	30	31			

S	M	Tu	W	Th	F	S
	6	7	8	9	10	11
	13	14	15	16	17	18
	20	21	22	23	24	25
	27	28	29	30	31	

S	M	Tu	W	Th	F	S
	4	5	6	7	8	9
	11	12	13	14	15	16
	18	19	20	21	22	23
	25	26	27	28	29	30

S	M	Tu	W	Th	F	S
	1	2	3	4	5	6
	8	9	10	11	12	13
	15	16	17	18	19	20
	22	23	24	25	26	27
	29	30	31			

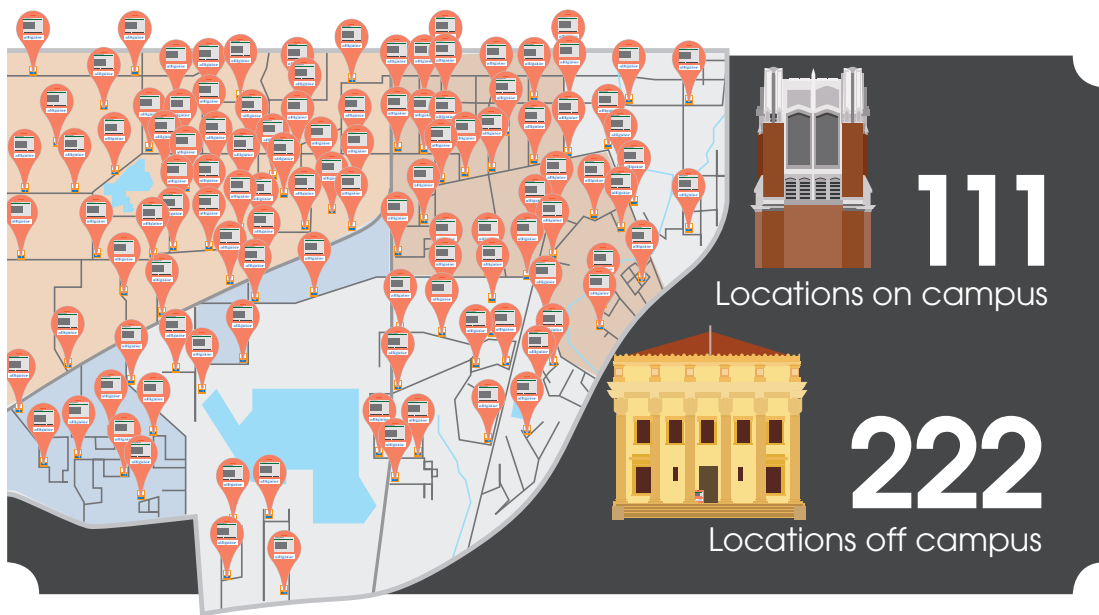
Special Issues:

8/12: New Student Edition (Last issue of Summer Semester)
8/20: Welcome Back Edition

Dates shaded in gray indicate Alligator print days.
Schedule is subject to change.

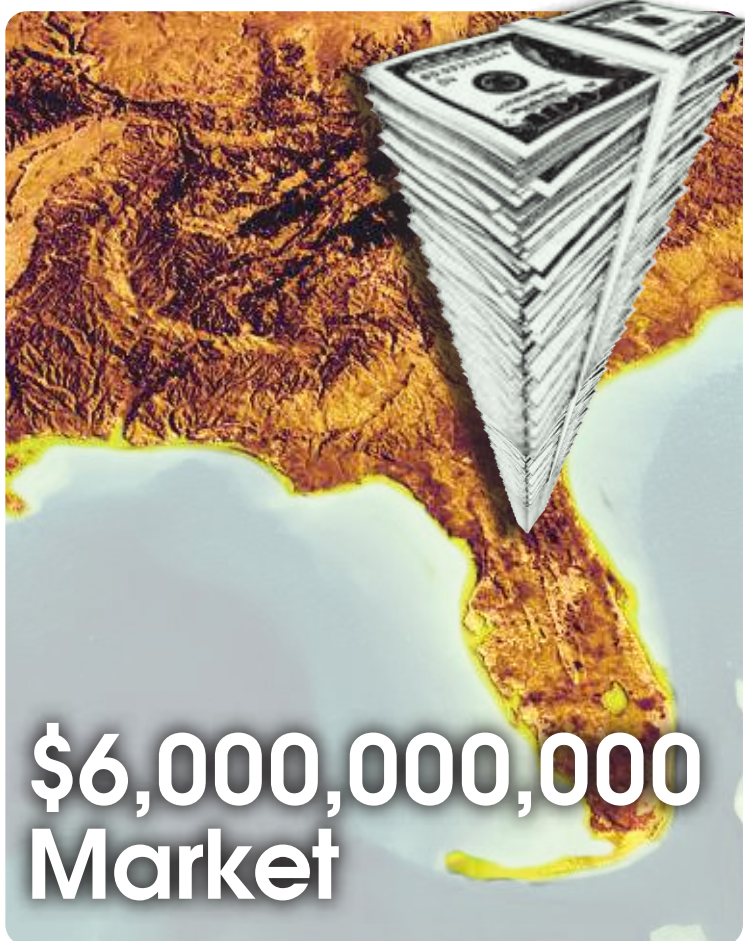
Print

Demographics & Circulation



The Largest College Newspaper in the Nation.

The Largest College Market in Florida.



University Community Market Information

\$6 billion market.

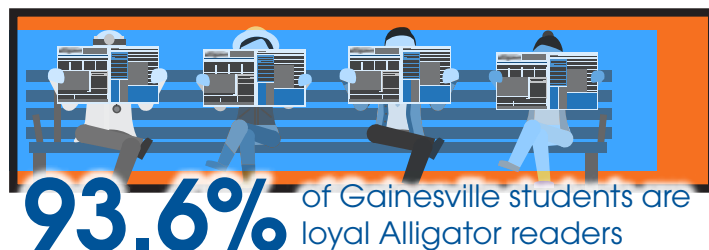
University of Florida students - 63,148

University of Florida faculty and staff - 33,516

University of Florida annual payroll - \$1.46 Billion

University of Florida as an institution spends an additional \$591,655,289.00 annually on goods and services.

University of Florida employs 11% of the Gainesville work force. Due to the student population of the University of Florida, Gainesville has the highest percentage of people between the ages of 18-34 years of any major market in Florida. Gainesville also has the lowest median age of any major market in the state. More than 93.6% of the student population are loyal readers of The Alligator.

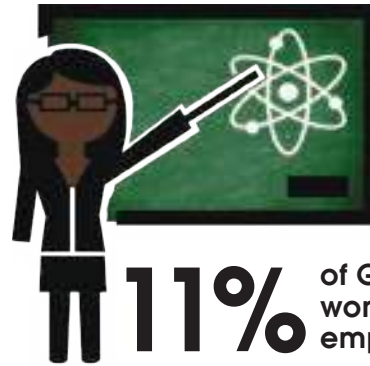


Mean age of Alligator readers

18-24
28.7%

25-34
30.4%

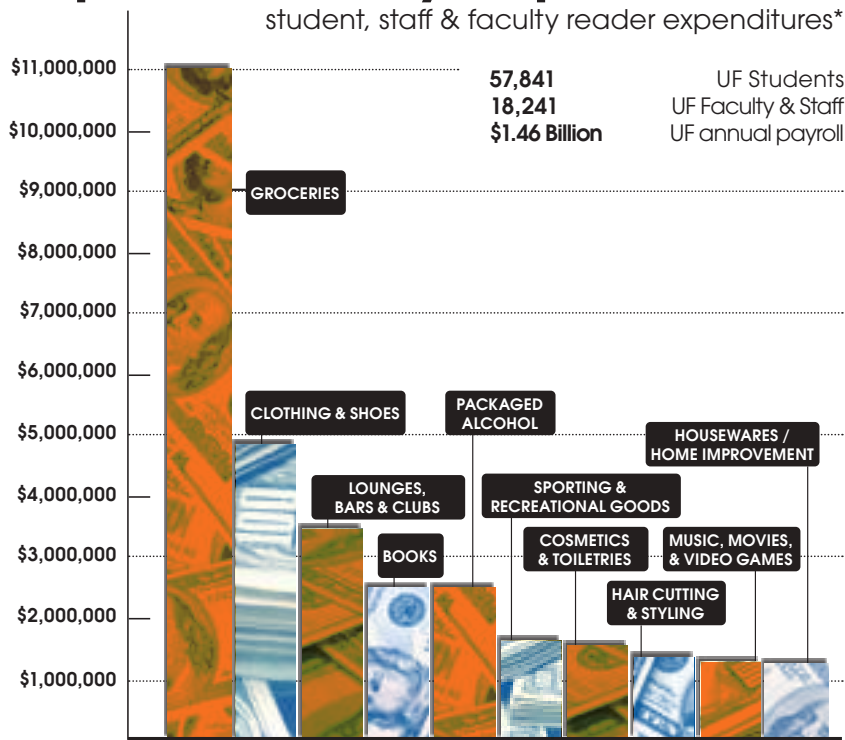
The University of Florida spends
\$591,655,289
 annually on goods & services



11% of Gainesville workforce is employed by UF

Top 10 Monthly Expenditures

student, staff & faculty reader expenditures*



MONTHLY EXPENDITURES

Items or Expenditures Student, Staff & Faculty Readers' Expenditures

Air, Bus or Train Tickets	\$1,501,779
Arts, Crafts & Stationery	434,672
Athletic Events	975,097
Auto Accessories / Cleaning Products	577,178
Balloons and Flowers	338,172
Books	2,523,396
Buying Music, Movies or Video Games	1,283,013
Clothing and Shoes	4,859,247
Computer Software	327,881
Concerts or Plays	792,589
Cosmetics & Toiletries	1,546,144
Exercise Classes, Health Spas or Gym Memberships	724,295
Groceries	10,992,458
Hair Cutting & Styling	1,368,516
Housewares / Home Improvement	1,267,688
Laundry / Cleaning / Clothes Repair	1,089,705
Lounges, Bars & Clubs	3,471,029
Movies	894,062
Packaged Alcohol	2,518,525
Pet Care & Accessories	822,598
Photo Equipment, Supplies & Processing	294,685
Plants & Garden Supplies	940,304
Sporting & Recreational Goods	1,660,499
Tobacco Products	634,208

TOTAL \$41,837,739

THREE YEAR EXPENDITURES

Items or Expenditures Student, Staff & Faculty Readers' Expenditures

Home	\$205,501,013
New or Used Boat	8,408,312
New or Used Car, Truck or Van	357,924,124
New or Used Mobile Home	25,971,767
New or Used Moped	1,016,647
New or Used Motorcycles	1,583,688

TOTAL \$600,405,552

*Conducted by an independent study

14,000
 daily circulation

28,000
 daily readers

Bonus Market

Santa Fe College, students earning credit - 12,750

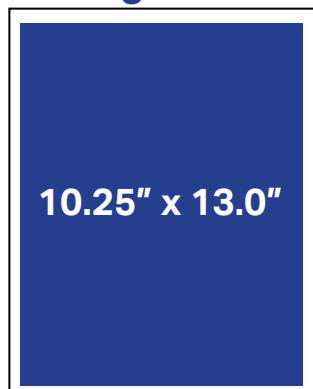
Non-credit and community education students - approx. 808

Santa Fe College faculty and staff - 655 full time

Santa Fe College as an institution spends a total of \$80.8 million for salaries, goods and services.

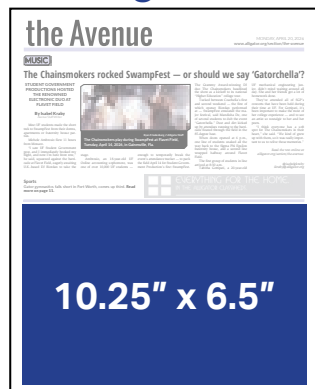
Print Advertising Rates

Full Page



\$1,600

Half Page



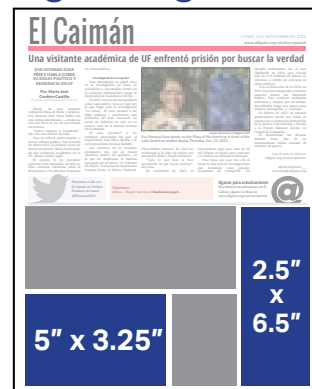
\$900

Quarter Page



\$500

Eighth Page



\$275

Sixteenth Page



\$150

Front Page Banner



\$750

Interior Banner



\$400

Interactive Digital E-Paper included with each print ad.



Special placement

Back page	Page 3
+\$100	+\$100

Color

Full color CMYK +\$100

Deadlines

Space reservation and payment is due by Wednesday at 4 p.m.

Circulation

14,000 papers printed weekly

Preprinted Inserts

Minimum size: 6"x7" Maximum size: 11"x14"

Deadline: 14 business days prior to insertion

Full run only: 14,000

Price: \$700

Additional discounts

Camera-Ready Discount - A 5%

discount is offered to advertisers placing a camera-ready advertisement. Agencies do not qualify for this discount.

Cash By Deadline - A 5% Cash By Deadline

(CBD) discount is offered to advertisers upon cash or check payment with an order and copy by deadline if the advertiser has no outstanding balance with The Alligator.

Contract Packages

Contract packages offer a discounted rate for all of our products, both print and digital, when you commit to advertising throughout the academic year.

Spend

\$1,000+

\$3,000+

\$5,000+

\$10,000+

\$20,000+

Discount

5%

10%

15%

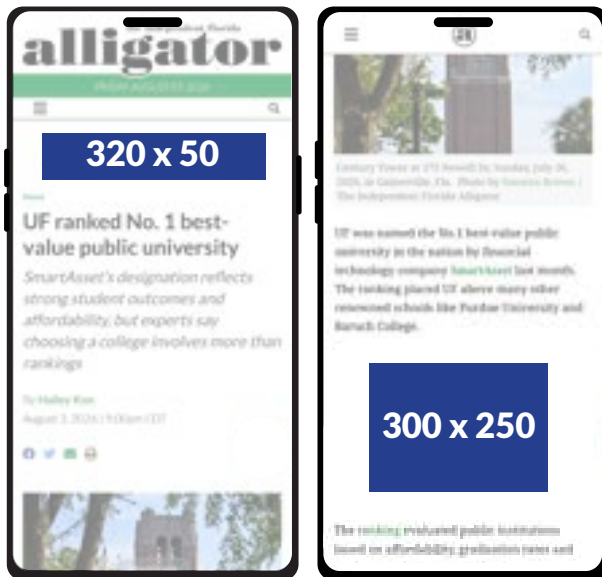
20%

25%

Digital Advertising Rates

alligator.org

Mobile



Interstitial



Interstitial ads are a high-impact, full-screen ad format that covers the device interface

Desktop



**ACCEPTED FILE TYPES: JPG, PNG OR GIF
**MINIMUM PURCHASE OF 25,000 IMPRESSIONS

Pricing

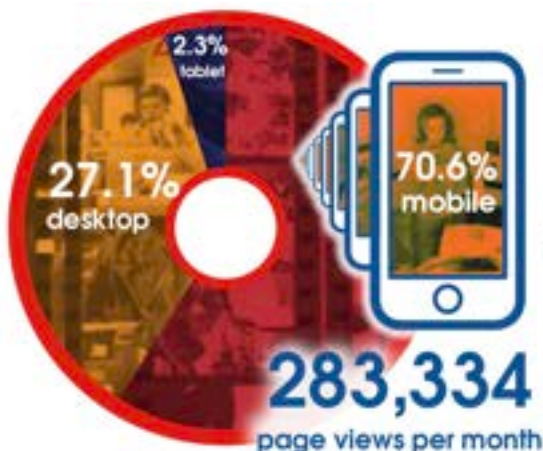
Top leaderboard
Desktop (728x90)
\$12 CPM

Top Leaderboard Mobile
(320x50)
\$12 CPM

Medium Rectangle Desktop
and Mobile (300x250)
\$12 CPM

Interstitial (320x480)
\$20 CPM

CPM: Cost Per Thousand Impressions



Campus Outdoor (OOH) Advertising Rates

Rack Cards



With more than 30 racks located around campus high traffic areas, these newsracks catch the eyes of thousands of readers daily.

Dimensions: 16.75" wide by 11.0" tall

Pricing: \$200 per rack /month

Street Team

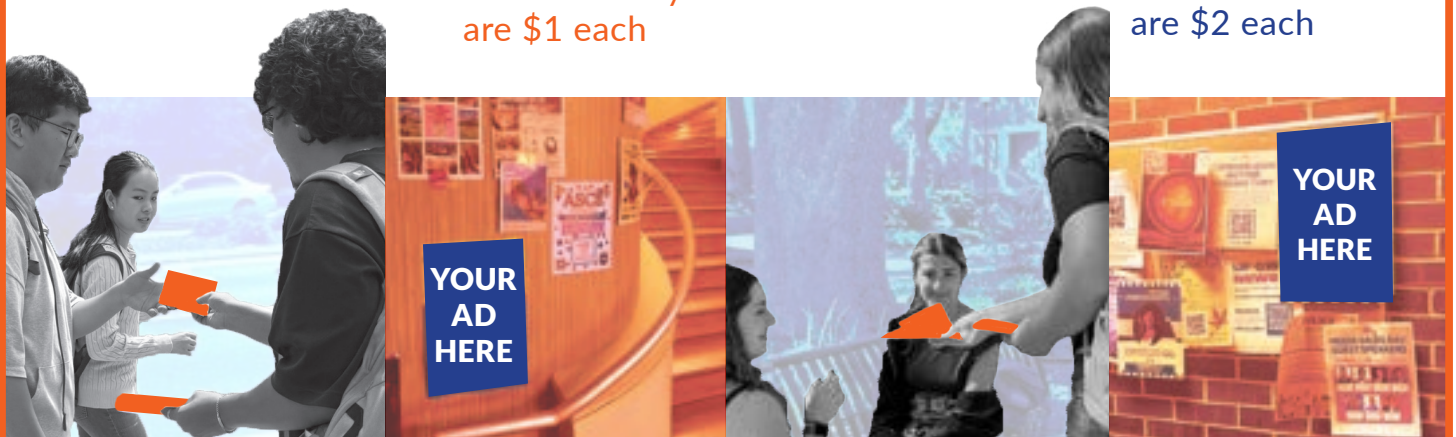
Let our staff be your boots on the ground!

We offer street team flyering and or poster distribution directly on campus.

Advertiser must provide all flyers and posters

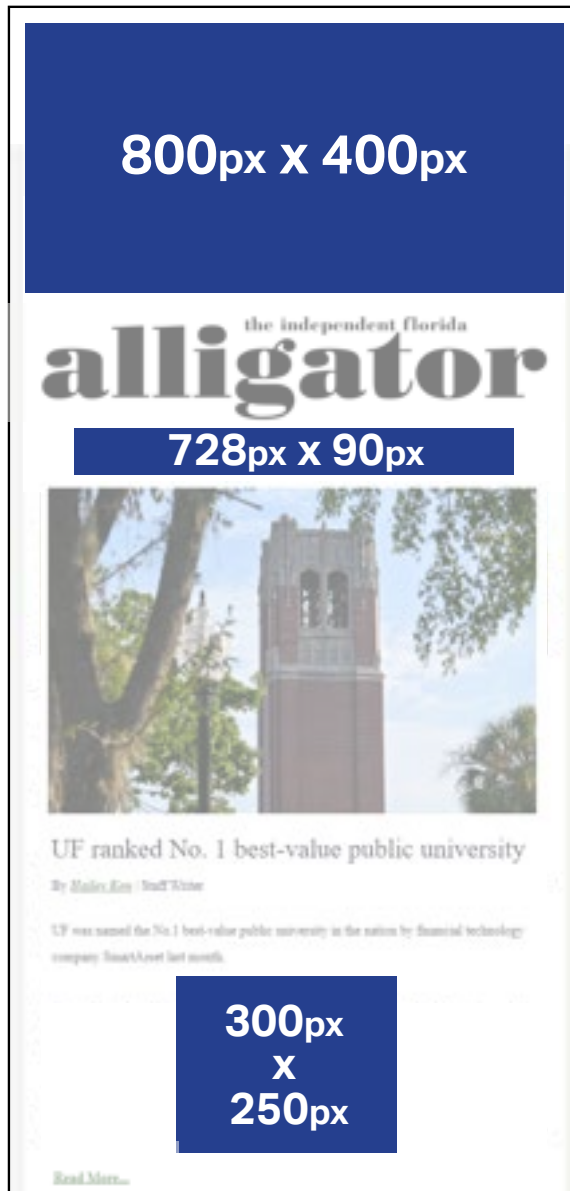
Flyer Distribution → \$300 minimum
→ Up to 200 flyers
→ Additional flyers are \$1 each

Postering → \$300 minimum
→ Up to 50 posters
→ Additional posters are \$2 each



Newsletter & Social Advertising Rates

Newsletter Advertising



Deliver your message straight to our readers. We deliver to more than 63,000 subscribers every Monday, Wednesday, and Friday.

Pricing (per newsletter):

Masthead: 800x400 for \$500

Leaderboard: 728x90 for \$400

In-story: 728x90 or 300x250 for \$250

Social Media Advertising



22,000
followers



25,000
followers

Reach thousands of engaged UF students, faculty, staff and alumni through The Alligator's social media channels.

\$250 per post

Specs:

Facebook: 1080x1440

Instagram: 1080x1080 or 1080x1440

Instagram Story: 1080x1920

Dedicated email blast

Send your message directly to our readers. This is a dedicated email sent exclusively on your behalf to our 63,000 + subscribers. **\$1400**