

THE DAILY AZTEC



2017/18 Print and Digital Advertising Media Kit

PRINT

AD SIZES

FULL \$1,050 <small>10" x 15.625"</small>	1/2V \$550 <small>4.9" x 15.625"</small>	1/2H \$550 <small>10" x 8"</small>
<div style="background-color: red; color: white; padding: 5px; text-align: center; margin-bottom: 5px;"> 1/4H \$300 <small>10" x 4"</small> </div> <div style="display: flex; justify-content: space-between;"> <div style="background-color: red; color: white; padding: 5px; text-align: center; width: 20%;"> 1/4V \$300 <small>4.9" x 8"</small> </div> <div style="background-color: red; color: white; padding: 5px; text-align: center; width: 20%;"> 1/8H \$150 <small>4.9" x 4"</small> </div> <div style="background-color: red; color: white; padding: 5px; text-align: center; width: 20%;"> 1/16V \$80 <small>2.36" x 4"</small> </div> <div style="background-color: red; color: white; padding: 5px; text-align: center; width: 20%;"> 1/16H \$80 <small>4.9" x 2"</small> </div> </div> <p style="font-size: small; margin-top: 5px;">*Ad sizes are scaled down proportionally & listed as width by height.</p>		

SPECIALTY ADS

Sponsorship	\$1,500
<small>Front Page, 1/4H & Bottom Banner</small>	
Front Page	\$600
<small>10" x 2" (full color included)</small>	
Back Page	\$350
<small>5.9" x 3" (full color included)</small>	
Photo Banner	\$100
<small>5.9" x 0.5" (full color included)</small>	

SCHEDULE

The Daily Aztec Weekly Print Edition

- 5,000 issues every Wednesday throughout the semester
- Special content issues every other week

www.thedailyaztec.com

- Breaking news & daily updates throughout the semester

COLOR

Full Color	add \$400
Spot Color	add \$150
<small>*Color costs are on a per run basis.</small>	

DISCOUNTS

2-3 Runs	10% off
4+ Runs	20% off
<small>*Frequency discounts are applied to the contract total.</small>	

DEADLINES

- **Contracts and payments** are due **5** business days prior to run date
- **Artwork** is due **4** business days prior to run date
- **Proofs** are due **2** business days prior to run date

For more reasons why you should advertise with The Daily Aztec, please visit: www.thedailyaztec.com/advertise

For a full list of our advertising policies, please visit: www.thedailyaztec.com/policies

DIGITAL

AD SIZE	PIXELS	PRICE
■ Leaderboard (top)	728 x 90	\$500/mo.
■ Medium Rectangle	300 x 250	\$450/mo.
■ Sidebar Rectangle	300 x 125	\$350/mo.
■ Leaderboard (bottom)	728 x 90	\$250/mo.

728x90

300x250

300x125

728x90 (bottom)

*Ad sizes are scaled down proportionally & listed as width by height.

VIDEO & SOCIAL MEDIA

Ask your Account Executive about sponsoring one of our videos or social media posts!



DESIGN SERVICES

We will not let your investment go unnoticed. If you do not have the resources to provide us with artwork, we will create it for you **FREE OF CHARGE!** Our professional design team specializes in newspaper advertisement and can create the perfect advertisement to meet your needs.

PREMIUM PLACEMENT

Specific placement can be arranged in order to provide maximum exposure for your advertisement. While we cannot guarantee placement, we provide this service free of charge. Ask your Account Executive how to get the best placement for your ad.

FILE TYPES

- Preferred formats: PDF EPS & TIF
- Also accepted: AI, PSD, JPG & IND
- Files not sent in these formats will require extra processing time
- All bitmap files MUST have a minimum resolution of 300 dpi
- Spot color artwork must be sent using correct PMS color