





THE DAILY AZTEC

2021/2022 Print and Digital Advertising Media Kit

PRINT

AD SIZES

FULL \$1,050 10" x 15.625"	1/2V \$550 4.9" x 15.625"	1/4H \$300 10" x 4"
		 1/8H \$150 4.9" x 4"
		 1/16V \$80 2.36" x 4"
1/2H \$550 10" x 8"	1/4V \$300 4.9" x 8"	 1/16H \$80 4.9" x 2"
		 1/32 \$50 2.4" x 2"

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

SPECIALTY ADS

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

SCHEDULE

The Daily Aztec Weekly Print Edition

- 3,000 to 5,000 issues every Wednesday throughout the semester
- Special content issues, at least twice a month

www.thedailyaztec.com

- Breaking news & daily updates throughout the semester

COLOR

Full Color	add \$400
Spot Color	add \$150

*Color costs are on a per run basis.

DISCOUNTS

2-3 Runs	10% off
4+ Runs	20% off

*Frequency discounts are applied to the contract total.

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

- Leaderboard
- Medium Rectangle
- Sidebar Rectangle

PIXELS

728 x 90
300 x 250
300 x 125

PRICE

\$400/mo.
\$450/mo.
\$350/mo.



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NEWSLETTER AD-ON

Goes out to 2,000 readers. Weekly, Quarterly, Yearly rates available.

VIDEO, PODCASTS, & SOCIAL MEDIA

Ask your contact about sponsoring a multimedia or social media posts.

 /dailyaztec
  @TheDailyAztec
  @thedailyaztec
  /DailyAztecVideo

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