

# THE STANFORD DAILY



## MEDIA KIT 2019-20

**THE STANFORD DAILY PUBLISHING CORPORATION**

456 PANAMA MALL | STANFORD, CA | 94305 | 650.721.5803 | [ADVERTISING@STANFORDDAILY.COM](mailto:ADVERTISING@STANFORDDAILY.COM)



## Who we are

The Stanford Daily is the independent, student-run newspaper of Stanford University. The Daily was originally founded as a small pamphlet known as The Daily Palo Alto in 1892 and has been a campus fixture ever since. A non-profit organization since 1973, The Daily strives to serve Stanford and surrounding communities with relevant, unbiased journalism and provides its editorial and business staffs with unparalleled educational opportunities.

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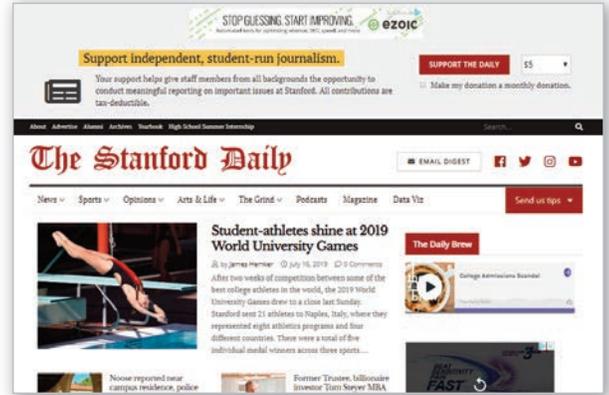


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# Our Products

## DIGITAL

The Daily's website at **StanfordDaily.com** is updated 24 hours a day, seven days a week and makes its coverage accessible to not just the Stanford community, but also to alumni and other interested readers across the world. This is complemented by a daily email digest that brings news directly to the inboxes of thousands of readers every morning.

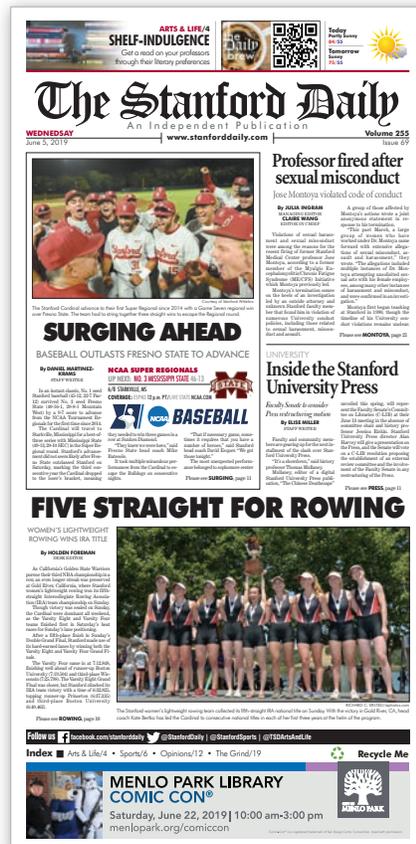


## MAGAZINE

The Stanford Daily Magazine was introduced in 2016 to focus on long-form journalism and creative expression. Each magazine is loosely focused around one "centerfold" investigative story and also features prose, poetry, photo galleries, opinions columns and more.

## PRINT

The Stanford Daily's broadsheet newspaper is produced and distributed daily during the academic year by a dedicated team of student journalists and support staff. It is provided for free to students, staff and faculty on campus.





## STATISTICS

### Who We Serve

**16,000+** students

**2,100+** faculty

**12,000+** staff members

**221,000+** alumni worldwide

**184,000+** local residents

### 137 Issues Printed Annually

(Monday-Friday)

**2,500** distributed on campus to students staff and alumni.

**4** magazines, distributed twice per academic quarter.

### Social Media

**400k+**

monthly pageviews

**292,000+**

monthly unique visitors

**86%**

of online readership is from off campus

**13,305+**

likes/community



**11.8k+**

followers @StanfordDaily

**3k+**

followers @StanfordSports

**1,292+**

followers



*Ask us about our Sponsored Content bundles to be featured in an article in print and online*



# DIGITAL RATES

We strive to be a digital-first publication at The Stanford Daily, so pair your ad with breaking news headlines, multimedia galleries, and web-only content for a broader audience at **StanfordDaily.com**.

## \$15 CPM

\$15 per 1,000 Impressions/Views.

Minimum purchase is 10,000 Impressions.

All ads sold are Run of Site (ROS).

**LEADER:** 728 x 90 pixels

**SIDEBAR:** 300 x 250 pixels

The Daily accepts JPEG files for digital advertisements.



# EMAIL DIGEST

Every morning, we email our daily headlines out to our growing list of digital subscribers. Put your ad at the top of their inboxes!

**4,962** subscribers

**35%** open rate

## \$450 PER WEEK

# SOCIAL MEDIA

Connect with our audience directly through our social media.

**13,000+** likes on Facebook

**14,000+** Twitter followers

	FACEBOOK	TWITTER
1 Post	\$125	\$100
3 Posts	\$360 (\$120/post)	\$285 (\$95/tweet)
5 Posts	\$575 (\$115/post)	\$450 (\$90/tweet)
10 Posts	\$1,100 (\$110/post)	\$850 (\$85/tweet)
20 Posts	\$2,000 (\$100/post)	\$1,400 (\$70/tweet)



# PRINT RATES

## Quick Print Packs

Advertisements for each paper must be submitted no later than three (3) business days prior to the publication date.

<b>PACK 1</b>	3 Sixteenth page ads + 10k Web Impressions	\$300
<b>PACK 2</b>	2 Eighth page ads + 15k Web Impressions	\$500
<b>PACK 3</b>	2 Quarter page ads + 20k Web Impressions	\$1,000
<b>PACK 4</b>	1 Full page ad + 30k Web Impressions	\$1800

Reach out to us for individual rates and for custom bundles.

Ask us about adding color to your pack.

## CONTRACT DISCOUNTS

5-9 ads ..... 10% off

10-14 ads ..... 15% off

15+ ads ..... 20% off

**10%** premium for ad placement on Page 2, Page 3 or Back Cover

**Color required for Page 3, Back Cover**

May not be guaranteed if the page count changes on the day of requested placement.

## PRE-PRINT OPTIONS

**Inserts \$800**

Run an insert with up to 4 pages of content.

## AD DESIGN RATE

**\$150/hour**

Approximate quote provided upon ad request. First two rounds of edits free, \$40 per additional round of edits thereafter.

**FULL PAGE**  
10" X 20.9"

**1/16 PAGE**  
4.9" X 2.5

**1/4 PAGE**  
4.9" X 10.5"

**1/8 PAGE**  
4.9" X 5"

**1/2 PAGE**  
10" X 10.5"

**BANNER**  
10" X 2"

*Inquire about bundles for additional discounts.*



# Total Exposure Packages



## Hoover Tower – \$10k

2 Full Page Color

300k Impressions

5 Email Digests

5 Inserts

2 Full Magazine ads

5 Facebook Posts / 5 Tweets

## Main Quad – \$7k

1 Full Page Color

150k Impressions

3 Email Digests

3 Inserts

1 Full Magazine ad and  
1 Half Page Magazine ad

3 Facebook Posts / 4 Tweets



## Palm Drive – \$5k

2 Half Pages Color

80k Impressions

2 Inserts

2 Email Digests

1 Full Magazine ad

2 Facebook Posts / 3 Tweets

## Old Union – \$3k

1 Half Page

40k Impressions

1 Email Digest

1 Inserts

1 Facebook Post/ 1 Tweet







# PUBLICATION CALENDAR 2019-20

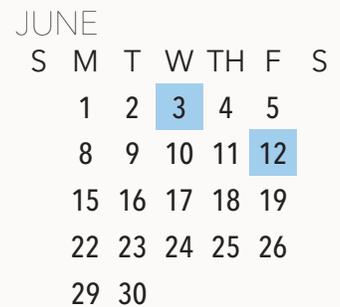
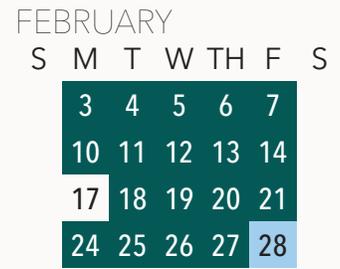
## Special Issues

Sept 18	NSO Issue
Sept 18	NSO Magazine #1
Sept 23	Back to School
Oct 25	Reunion Homecoming
Nov 18	Big Game Week Magazine #2
Nov 22	Big Game Issue
Dec 4	End of Fall (Dead week)
Jan 6	Winter Back to School
Feb 28	Family Weekend
March 11	End of Winter
April 24	Admit Weekend
June 3	End of Spring
June 12	Commencement

## Football Home Game Dates

Aug 31	NORTHWESTERN
Sept 21	OREGON
Oct 5	WASHINGTON
Oct 17	UCLA (THU)
Oct 26	ARIZONA
Nov 23	CALIFORNIA
Nov 30	NOTRE DAME

Standard Issues
  Special Issues
  Football Issues





## ADVERTISING ACCEPTABILITY GUIDELINES (APRIL 2018 REVISION)

All advertisements will be reviewed and approved by The Daily's advertising department upon submission. The Stanford Daily reserves the right to reject part or all of any advertisement at its sole discretion for any reason or for no reason. Any advertisement having the appearance of editorial material may be identified as "Paid Advertising" at The Daily's sole discretion in order to make clear the distinction between The Daily's editorial content and its paid advertising.

With that in mind, The Daily also takes seriously its role as a forum for ideas and discussion from a wide range of viewpoints, and we understand that paid advertising can serve as an important medium for the communication of ideas. In general, we will not decline advertisements unless we feel that there is a compelling reason to do so, and we will strive to communicate those reasons to any affected advertisers.

The producer of an advertisement, along with the respective advertisers, advertising agencies and other contributors, jointly and severally assume responsibility for all content of that advertisement and for any claims made against The Stanford Daily relating to the publication of said advertisement, and agree to indemnify and hold The Stanford Daily harmless from all costs, expenses, liabilities and damages resulting from publication of the advertisement.

### The Stanford Daily will not publish:

- Advertisements that mimic The Stanford Daily's style or content (see pg. 2)
- Advertisements without the sponsor's name or branding
- Advertisements whose contents may tend to incite violence (see pg. 3)
- Advertisements that may be obscene or libelous (see pg. 3)
- Advertisements that may cast aspersions on individuals or groups on the basis of race, sex, sexual preference, national origin, age, physical disability or other invidious grounds (see pg. 3)
- Advertisements that are gratuitously offensive on religious, racial, ethnic or other grounds relating to personal or group identity (see pg. 3)
- Advertisements that contain inappropriate content (graphic violence, language, sexuality, etc.) (see pg. 2)
- Advertisements that contain fraudulent, deceptive,

misleading or inaccurate (whether intentional or unintentional) claims, statements or illustrations (see pg. 2)

- Advertisements that do not comply with, or advertise products or ideas that do not comply with, applicable federal, state and local laws and regulations

The Stanford Daily does not have any institutional policy against advocacy, opinion or political advertising if such submissions adhere to the standards outlined above (see pg. 3).

### Advertisements that mimic The Stanford Daily's style or content

The Stanford Daily strives to maintain a clear delineation between its editorial content and its paid advertising. Any advertisement or illustration whose independent affiliation may not be immediately clear to readers — whether intentional or unintentional — will not be accepted.

The use of column widths, typefaces, subheads, photographs, captions or other elements generally associated with The Stanford Daily's print and digital content in a manner that may mislead readers is not permitted.

In borderline cases, The Stanford Daily reserves the right to label any advertisement with the words "PAID ADVERTISEMENT," but if we deem that the advertisement could be misleading even with the incorporation of such a label, it will generally not be accepted.

### Advertisements that contain inappropriate content

The Stanford Daily does not accept vulgar language in its advertisements. This includes profanity, indecent or lewd language and slurs associated with an individual or a group on the basis of race, religion, sex, sexual preference, national origin or other personal grounds. On rare occasions, exceptions may be made for quotes or if the use of the language is vital for the context of the advertisement. These will be handled on a case-by-case basis.

Illustrations or descriptions of graphic violence or sexuality are not permitted.

### Advertisements that contain fraudulent, deceptive, misleading or inaccurate claims

The confidence of readers in a publication depends upon its credibility and integrity, both in its editorial content and



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in any paid advertising that may be associated with the publication. As such, The Stanford Daily will make every effort to prohibit commercial messages that are fraudulent, deceptive, misleading or inaccurate.

With that in mind, while we cannot exhaustively vouch for or verify every purported statement of fact in advertisements, we reserve the right to require documentation from advertisers in support of purported factual claims when it is deemed necessary.

### **Advocacy/Opinion/Political advertising**

In keeping with the spirit of freedom of speech and freedom of the press, The Stanford Daily maintains an obligation to open its advertising space to individuals and organizations representing all points of view. The Stanford Daily thus does not prohibit paid advertising or messaging in which groups or individuals comment on public, controversial or political issues, regardless of our editorial position on any such subject. Advertising in The Stanford Daily is not screened with relation to, and does not represent the views of, the publication, its editorial staff, its editorial board, its opinions columnists, its op-ed contributors, or of Stanford University.

We do not, however, accept such advertising that include attacks of a personal nature, comment on private disputes, or are gratuitously offensive on racial, religious or ethnic grounds. Arguments primarily based in verifiably factual

claims are acceptable; those that overly editorialize and make unnecessary generalizations, attacks, accusations or comparisons that may be deemed to be in poor taste are not acceptable.

We do not accept advertisements that promote illegal activities or actions, and do not accept advertisements that may be libelous or legally actionable. We do not accept advertising that accuses an entire country, race, religion or ethnic group as being guilty of a crime. We do not accept advertising that trivializes or denies great human tragedies like the Holocaust, the World Trade Center Attacks or the Armenian Genocide.

Advertisements that include names, photographs or other attributions of individuals as signatories that state or imply endorsement of the viewpoints entailed in the advertisement must be accompanied by a signed release wherein the sponsors certify that no individual's attribution has been included in the advertisement without their consent.

Advocacy or opinions advertisements must include the sponsor's name, branding (if applicable), and some method for direct content (mailing address, phone number, and/or email address). Political advertisements advocating the election or defeat of candidates for public office must include an attribution to the individual or committee paying for the advertisement, and indicate whether the advertisement has been authorized by the candidate's authorized committee.



## POLICIES

### Print Artwork Submission

All art must be sent via email to: [advertising@stanforddaily.com](mailto:advertising@stanforddaily.com).

The Daily accepts PDF and TIFF files.

### PDF files must be high-resolution, press-ready files with the following specs:

Acrobat 4.0 compatibility

All fonts embedded

All colors converted to CMYK.

CMYK or Grayscale image resolution set to 300ppi @ 100%

Bitmap images image resolution set to 600ppi @ 100%

### TIFF or EPS TIFF files must meet the following requirements:

CMYK or Grayscale image resolution set to 300ppi @ 100%

Bitmap images image resolution set to 600ppi @ 100%

Extra channels beyond CMYK must be deleted

TIFF files should be saved with LZW compression turned on

Illustrator, InDesign, Canvas, or Corel files must be exported as TIFF files and should meet all of the image and resolution standards mentioned above. The Stanford Daily does not accept PDFs with RGB or Indexed color images, page layout files, PNG or GIF files for submission.

### Web Artwork Submission

All art must be sent via email to: [advertising@stanforddaily.com](mailto:advertising@stanforddaily.com).

The Daily accepts JPEG files.

## The Fine Print

### (1) Advertising Placement

The Stanford Daily Publishing Corporation ("The Daily") will guarantee placement of advertising for advertisements placed on page 2, page 3 and the back page of the Stanford Daily provided that placement will be guaranteed to Advertiser on a first come first serve basis only on these pages for a surcharge equal to 10% of the total cost of the advertisement placed. The Daily will honor all other page/section requests to the extent possible on a first come first serve basis. The Daily will not guarantee placement for advertisements except as stated above and/or under the discretion of the Advertising Manager.

### (2) Deadlines

The deadline to reserve advertising space, including artwork submission, is 5 p.m. on the third business day prior to the date of publication for advertisements in the print newspaper, and 5 p.m.

on the twelfth business day prior to the date of publication for advertisements in the magazine. Special issues may be subject to earlier deadlines. The Daily may, in its sole discretion and subject to space availability, accept late advertisements each of which will be subject to an overtime charge equal to \$25. If Advertiser's submitted artwork does not meet The Daily's agreed-upon specifications, the Daily will contact Advertiser to resubmit the artwork. If no response or new artwork from the Advertiser is received prior to deadline, the regular design fee of \$70 per hour will be automatically incurred by Advertiser to reflect the time required by The Daily's designer to make such modifications to the work necessary to meet The Daily's specifications.

### (3) Cancellation of Advertisement

Cancellation of advertising after the space reservation deadlines, as defined in paragraph (2) above, will result in a charge equal to the cost of the cancelled advertisement.

### (4) Limitation of Liability

The Daily shall not be liable to Advertiser for any error except to the extent that the error (a) materially interferes with the purpose of Advertiser in placing the advertisement, and (b) is brought to the attention of the account executive within five (5) business days of the advertisement's publication. A recurring error shall not be regarded as material where Advertiser fails to object following the first instance of the error. The Daily's liability, if any, is limited to the purchase price of the first incorrect advertisement only. The Daily is not responsible for incorrect copy submitted by Advertiser.

### (5) Content

The Daily will not publish any advertisement whose contents may tend to incite violence, may be obscene or libelous, or may cast aspersions on individuals or groups on the basis of race, sex, sexual preference, national origin, age, physical disability, or other invidious grounds. The Daily reserves the right to reject any advertisement at its sole discretion for any reason or no reason. Any advertisement having the appearance of editorial material may be identified as "Paid Advertising" at The Daily's sole discretion.

### (6) Digital Fulfillment

The Daily will make every effort to fulfill purchased impressions and will extend a campaign until fulfillment. However, in the case of an unfulfilled campaign with a time-sensitive end date where extension is not preferable, we may offer a make-good only at the discretion of the Advertising Manager.

### (7) Defense and Indemnification

The tender of advertising shall constitute an undertaking by Advertiser to defend and indemnify The Daily and its officers, directors, agents, and employees against any and all liability, loss or expense, including attorney's fees and court costs, arising from any and all claims for libel, copyright infringement, or any other claim resulting from publication of Advertiser's advertisement for The Daily.

### (8) Credit Accounts

Advertisers may establish a credit account with The Daily by submitting a credit application. Credit is granted at the sole discretion of The Daily. Advertisers may also be required to prepay for three advertisements prior to the establishment of credit. One tear sheet will be provided as proof of publication with the invoice unless otherwise specified. A finance charge of 1.5% per month (18% annum) may be applied to balances due over 30 days. Accounts over 90 days may have credit rescinded and may be referred to a collection agency. Advertisers will be charged a \$20 fee for each and every check returned for insufficient funds. In the event that an error or omission occurs as outlined in "Limitation of Liability," discounts and adjustments to bills will be based on the percentage the error detracts from the effectiveness of the total advertising message, as determined by the Advertising Manager.

### (9) New Advertisers

Prior to the approval of a credit application from an Advertiser, advance payment is required for all advertising purchases. The daily accepts Visa, MasterCard, American Express and checks as forms of advance payment. Advertisers will be charged a \$20 fee for each check returned for insufficient funds. In the event that an error or omission occurs as outlined in "Limitation of Liability", discounts and adjustments to bills will be based on the percentage the error detracts from the effectiveness of the total advertising message, as determined by the Advertising Manager.

### (10) Non-Compliance Enforcement

If Advertiser places fewer than the minimum amount of advertisements and/or column-inches contracted by June 30 of the indicated year, Advertiser will be notified and billed for the remaining ads at the full contract rate. Reasonable attorney's fees and court costs shall be awarded to the prevailing party in any legal dispute arising out of or relating to the terms and conditions of this contract. Any legal dispute shall be brought only in the Superior Court for the county of Santa Clara, California. This contract is governed by California law (other than its choice of law principles).

### (11) Severability; No Waiver

If any provision of this contract is held invalid or unenforceable, such holding shall not affect the remainder of this contract. The failure of either party to enforce at any time any provision or term of this contract, or in any right in respect thereof, shall not be a waiver of such provision, term or right or in any way affect the validity of this contract.

### (12) Sole and Exclusive Contract

This is the sole and exclusive contract between Advertiser and The Daily establishing bulk advertising rates and terms for bulk advertising in the Stanford Daily newspaper during the term of the contract. This contract cannot be modified except by written and endorsed amendment thereto. Paragraphs 3, 5, 8, 9, 10 and 11 shall survive the termination or cancellation of this contract.



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# The Stanford Daily

An Independent Publication

[www.stanforddaily.com](http://www.stanforddaily.com)

We appreciate your business and  
look forward to working with you

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