



# WHY THE AGGIE?

PAGE TWO

THE CALIFORNIA AGGIE 2010-2011 MEDIA GUIDE

## WHY THE CALIFORNIA AGGIE?

From city and campus news to engaging feature stories and the latest from the local arts scene and sports, The California Aggie has been serving the greater Davis community since 1915. The Aggie has developed a reputation for providing a unique blend of in-depth reporting and intelligent editorials, offering a wider range of content beyond that of your average newspaper. As the No. 1 source of news and information to the UC Davis student body, The Aggie dominates the on-campus market and makes significant penetration into the rest of the Davis community.



## DISTRIBUTION

During the academic year, The Aggie is distributed free of charge to more than 80 on- and off-campus locations throughout the City of Davis. Locations include lecture halls, dormitory areas, and downtown restau-

rants! We have a daily circulation of 8,000, delivering papers Monday through Thursday. We also feature a Friday online-only edition, featured at our new website, [www.theaggie.org](http://www.theaggie.org).



## MARKETING INFORMATION

The Aggie has the highest estimated readership of any newspaper in Yolo County with as many as 30,000 readers per day. As a client, you will have the opportunity to reach this large audience at the lowest advertising rates per copy in the county. The Aggie has garnered various journalism awards, including first place for Excellence in Advertising Design. As our client, our ad design services are available to you completely free of charge! With our high circulation and talented design staff, your advertising concepts will undoubtedly result in increased visibility and profits.



TWO OF THE FAMOUS EGGHEADS: YIN & YANG

# DISPLAY AD RATES

Suggested Ad Sizes and Pricing Information		
Size	Columns by Inches	Price
Small	1x3	\$31.50
Medium	2x4	\$84.00
Large	3x5	\$157.50
Quarter Page	3x10.5	\$330.75
Third Page	6x7	\$441.00
Half Page	6x10.5	\$661.50
Full Page	6x21	\$1323.00

EXTRAS! EXTRAS! READ ALL ABOUT THEM!	
COLOR	GUARANTEED PLACEMENT
One Color: \$80	Back Page: \$25
Two Color: \$140	Your Choice: \$10
Three/Full Color: \$180	

21 INCHES

HORIZONTAL  
QUARTER  
(6 X 5.25)

THIRD (6 X 7)

HALF (6 X 10.5)

LARGE  
(3X5)

MEDIUM  
(2X4)

SMALL (3X1)

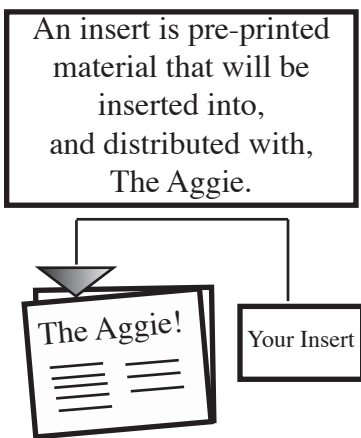
VERTICAL  
QUARTER  
(3X10.5)

SMALL (1X3)

6 COLUMNS

FREE  
STANDING  
INSERTS

\$60 per thousand inserts  
Minimum 4,000  
Maximum 8,000



PLEASE NOTE:

All prices are based on the national rate of \$10.50 per column inch.

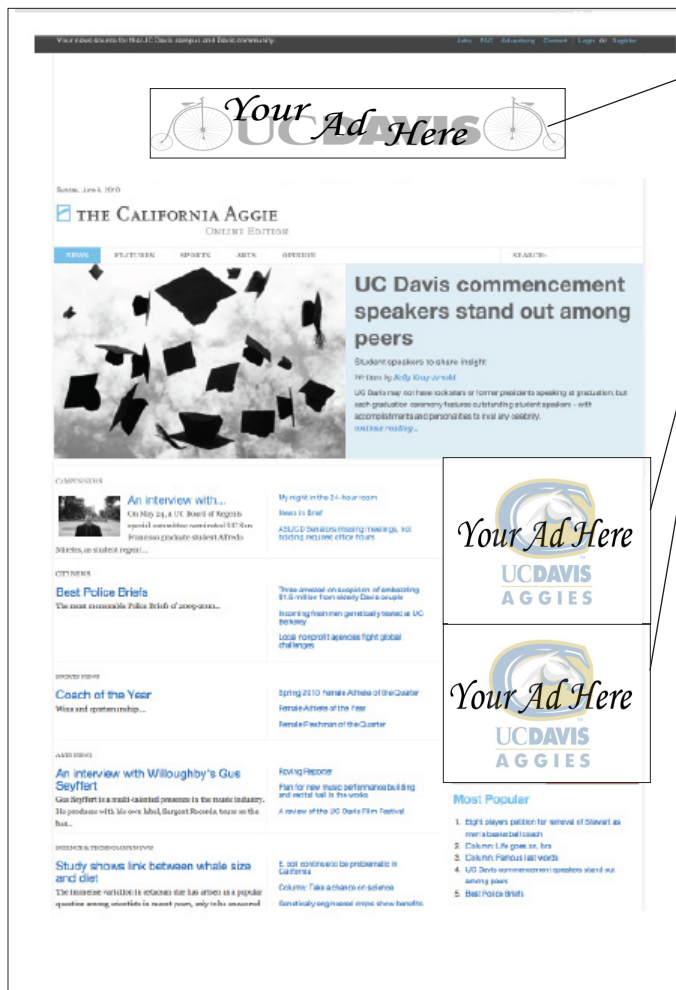
Custom display ad sizes available upon request. Minimum ad size is three column inches, unless otherwise approved by The Advertising Manager.

Guaranteed placement is on a first come, first serve basis.

Color and placement charges are per ad, per day.

Inserts need to be delivered to The Enterprise (315 G Street, Davis, CA 95616) at least three business days prior to publication.

# ONLINE



**Leaderboard Banner**  
728x90  
\$13 per thousand impressions\*

**Medium Rectangle**  
300x250  
\$12 per thousand impressions\*

\*When someone visits The Aggie online and your ad is displayed, that is equal to one impression.



Our website, [www.theaggie.org](http://www.theaggie.org), has up-to-the-minute news and all of our recent issues available for download. We also have our Friday Online Edition, which contains unique content not published in our paper. On average, the website receives around 1,100 visits per day.

We have several flexible options available for online advertising:

- 1) **Request a certain amount of impressions.** For example, if you want 5,000 impressions in the medium rectangle spot, it will cost \$60 (at \$12 per thousand impressions) and your ad will be displayed 5,000 times.
- 2) **Set a budget.** For example, if you only want to spend \$25 (either one time or per day), the number of impressions will be set accordingly.
- 3) **Set dates. Cap it or leave it open.** For example, if you want to advertise for the month of October or for a certain two week period, that can be arranged. You can cap the amount of impressions you can receive in that time frame or leave it open. You will be billed afterward for the total number of impressions received during the time period.

# DISCOUNTS AND SPECIAL OFFERS

Repeat Ad Discounts Available	
Frequency	Discount
1x	0%
2-3x	5%
4-7x	10%
8-11x	15%
12-15x	20%
16x or more	25%



Frequency discounts apply to repeating ads with no changes. Discount availability is at the discretion of the Advertising Representative.

Puzzle Sponsor		
Description	Frequency	Rate
Your 2 column by 1 inch ad to be printed with our very popular puzzle section.	1x	\$ 30.00
	4x	\$ 27.00
	8x	\$ 24.00
	16x	\$ 21.00
	32x	\$ 18.00
	64x	\$ 15.00



## COLOR PLACEMENT SPECIAL!

Run an ad in full color and get FREE placement on the back page (normally \$25). Get that extra exposure to your target audience without them even needing to open the paper! All normal discounts apply. Back page placement subject to availability. Placement guarantees will be distributed on a

Contract Rates		
Inches	Quarterly Rate	Yearly Rate
100	\$8.90	X
250	\$8.70	\$8.85
500	\$8.50	\$8.65
750	X	\$8.45
1,000	X	\$8.30
1,500	X	\$8.15
2,500	X	\$8.00

1. Client must be billable through ASUCD to be eligible for a contract (credit applications available on request.)
2. Contract must be initiated and signed by all parties before it goes into effect
3. For contracted clients who do not reach the agreed upon inches, client will be back-billed based on the difference between the

# DEADLINES AND SPECIFICATIONS

## DEADLINES

The advertising insertion deadline is at **4 p.m.**, **three business days** prior to publication. Deadlines are to be strictly adhered to! If advertising orders or changes are submitted after the deadline, the advertiser is subject to a \$25 late fee. Cancellation orders made after the advertising insertion deadline are subject to a penalty of 60% of the cost of the advertisement.

AD DEADLINE	DAY PUBLISHED
Wednesday	Monday
Thursday	Tuesday
Friday	Wednesday
Monday	Thursday

## SPECIFICATIONS

The Aggie is measured in columns across and inches down. A full page is 6 columns by 21 inches. For the best outcome in the paper, please specify your graphics to the following dimensions:

Number of Columns	Equals in Inches
1	1.75
2	3.5
3	5.25
4	7
5	8.75
6	10.5

# POLICIES AND GRAPHICS

Classified ad orders can be placed at [classifieds@theaggie.org](mailto:classifieds@theaggie.org).

Electronic submission of ad is requested. Most file types will work - please no word documents. With questions, contact your representative at his/her email address or the Advertising Manager at [admanager@theaggie.org](mailto:admanager@theaggie.org).

Errors in advertisements must be reported earlier than 1 pm the day before the next issue with the advertisement in it. Advertisement or proof should be checked for error by the advertiser. The Aggie cannot assume responsibility for content proofing advertisements that the graphics department did not create. Credits, refunds, and make-good ads are at the discretion of the Advertising Manager.

Placement for ads is not guaranteed without payment of the placement charge. Paid placement for ads is for a specific page, not the exact placement on that page. Placement on the paid page may be requested, but not guaranteed.

Graphic design services are available, free of charge, for prospective client use only. Depending on the intricacy, a graphic may take between three and ten working days to complete to the client's full satisfaction. We appreciate your patience and understanding with this matter.

Extensive graphic design may be subject to additional charges to the advertiser, as determined by the Art Director and the Advertising Manager.

Proofs are available upon request for any ad, unless information is late from advertiser, or the Advertising Representative is unable to reach the advertiser during normal Aggie business hours.



# PUBLICATION CALENDAR

JULY 2010						
Su	M	T	W	R	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST 2010						
Su	M	T	W	R	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER 2010						
Su	M	T	W	R	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER 2010						
Su	M	T	W	R	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER 2010						
Su	M	T	W	R	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER 2010						
Su	M	T	W	R	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JANUARY 2011						
Su	M	T	W	R	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FEBRUARY 2011						
Su	M	T	W	R	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

MARCH 2011						
Su	M	T	W	R	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL 2011						
Su	M	T	W	R	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY 2011						
Su	M	T	W	R	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE 2011						
Su	M	T	W	R	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**Special Issues:**

9/23/10 Orientation Issue  
 12/2/10 Holiday Issue  
 2/17/11 Best of Davis Issue  
 3/10/11 Coupon/Spring Savings Issue  
 4/14/11 Picnic Day Issue  
 6/2/11 Graduation Issue

**Key:**

School Not In Session
Publication Date
Special Issues