

# THE CALIFORNIA AGGIE

## MEDIA GUIDE

25 LOWER FREEBORN HALL  
ONE SHIELDS AVENUE  
UNIVERSITY OF CALIFORNIA  
DAVIS, CA 95616

### PHONE

ADVERTISING: (530) 752-6851  
MAIN OFFICE: (530) 752-0365

### FAX

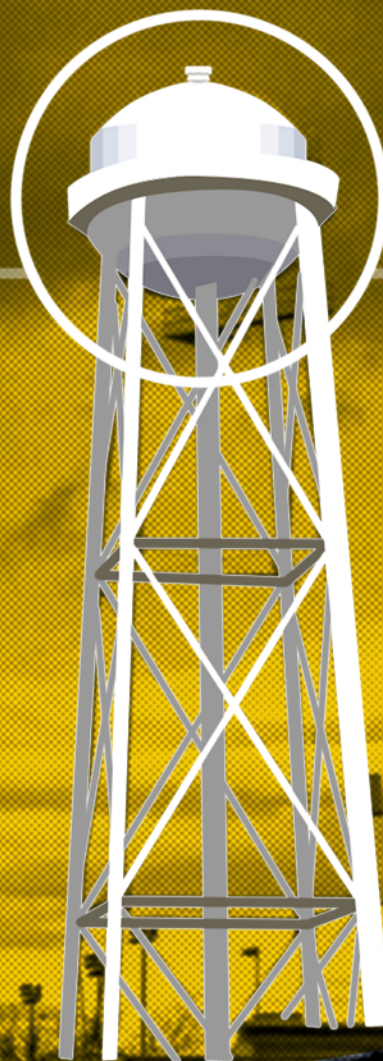
(530) 752-0355

### EMAIL

ADMANAGER@THEAGGIE.ORG

### WEBSITE

WWW.THEAGGIE.ORG



# — WHY THE 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 wide 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.

## Marketing

The Aggie has one of the highest estimated readerships of any newspaper in Yolo County, directly serving the 33,000 students that attend UC Davis, as well as the thousands of faculty and staff that work on campus every day. As our client, you have the opportunity to reach this large audience at the lowest advertising rates in the county. The Aggie has garnered various journalism and design awards — including first place for Excellence in Advertising Design — and our ad design services are available to clients completely free of charge.

## Distribution

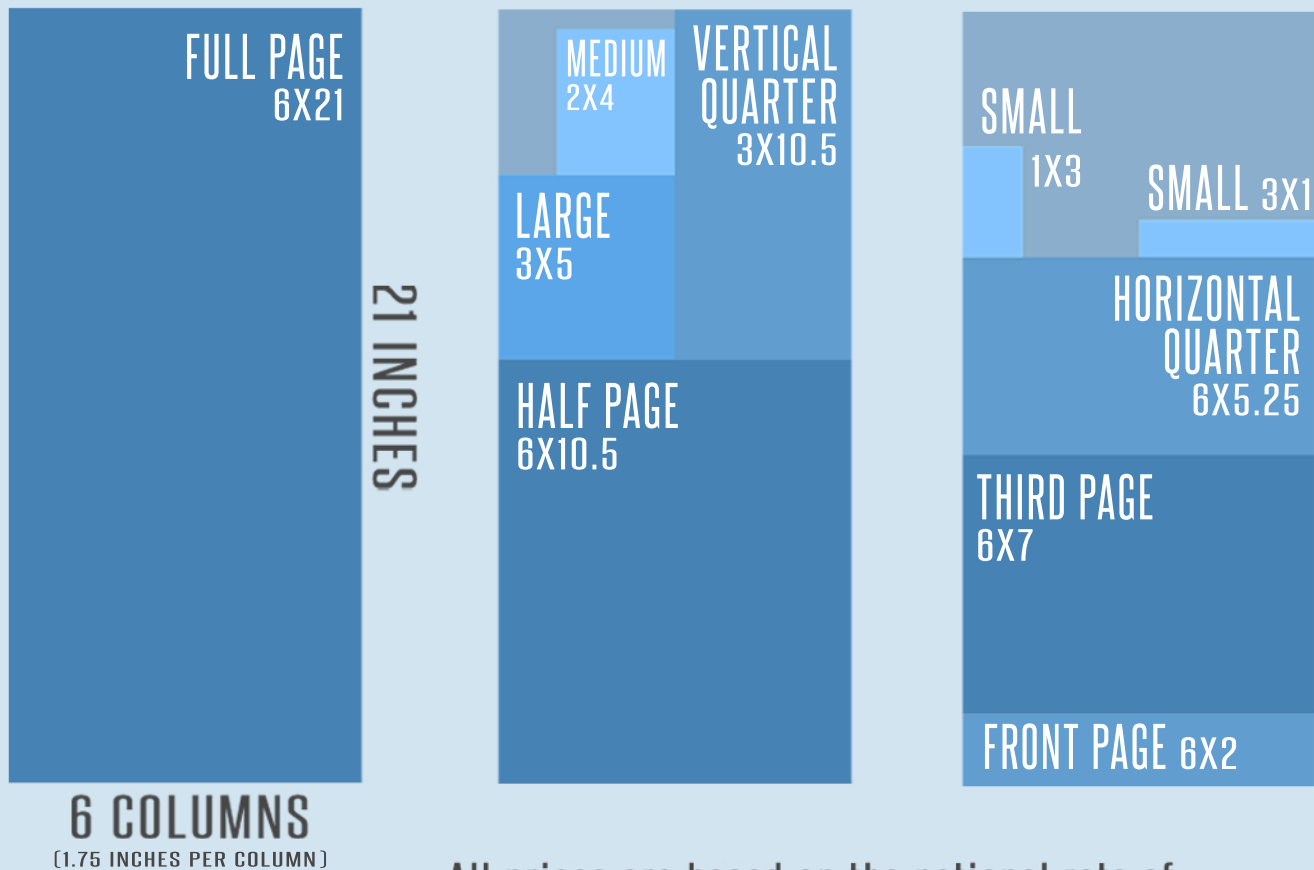
During the academic year, The Aggie is distributed free of charge to more than 80 on- and off-campus locations throughout the City of Davis. Locations include lecture halls, campus residences and downtown businesses. We have a weekly circulation of 10,000 papers on Thursdays. Our website, [www.theaggie.org](http://www.theaggie.org), is updated daily with blog posts, breaking news and additional features.

### The California Aggie reserves the right to:

Refuse and/or edit any advertisement in accordance with its advertising policies, at the discretion of The California Aggie management.

Change, without notice, deadlines for advertising copy, rates, rules, and regulations.

# DISPLAY AD RATES



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.

## 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:

Columns	Inches
1	1.825
2	3.375
3	5.125
4	6.875
5	8.825
6	10.375

# DISPLAY AD RATES

## UC Davis Advertisers

Suggested Ad Sizes and Prices

Size	Columns by Inches	Price
Small	1x3	\$25.95
Medium	2x4	\$69.20
Large	3x5	\$129.75
Quarter Page	3x10.5	\$272.48
Third Page	6x7	\$363.30
Half Page	6x10.5	\$544.95
Full Page	6x21	\$1089.90

Size	Columns by Inches	Price
Small	1x3	\$30.00
Medium	2x4	\$80.00
Large	3x5	\$150.00
Quarter Page	3x10.5	\$310.00
Third Page	6x7	\$420.00
Half Page	6x10.5	\$630.00
Full Page	6x21	\$1260.00

## Local and National Advertisers

Suggested Ad Sizes and Prices

## EXTRAS

### FREE STANDING INSERTS

An insert is pre-printed material that will be inserted into, and distributed with The Aggie.

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

Guaranteed placement is on a first come, first serve basis.  
\*Except front or back page

\$60 per thousand inserts

Minimum 4,000  
Maximum 8,000

Color and placement charges are per ad, per day.

### COLOR

One Color \$80  
Two Color \$140  
Three/Full Color \$180

### GUARANTEED PLACEMENT

Back Page \$25  
Puzzle Page \$10  
Your Choice\* \$10

# DISCOUNTS

## REPEAT ADS

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

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

## PUZZLE SPONSOR

Your 2 column by 1 inch ad will be printed with our very popular puzzle section

Frequency	Discount
1x	\$30
4x	\$27
8x	\$24
16x	\$21
32x	\$18
64x	\$15

## HALF OFF FOR UC DAVIS STUDENT ORGANIZATIONS

If you're a registered UC Davis student organization – a club, sorority, fraternity or student-run ASUCD unit – you receive a 50% discount off our UC Davis advertising rates! This offer does not apply to full, back-page ads or front-page ads.

# SPECIAL OFFERS

## COLOR PLACEMENT SPECIAL

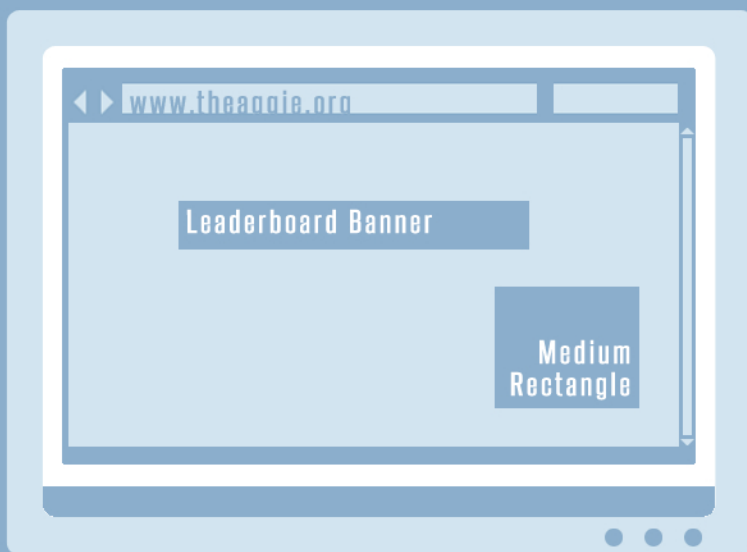
Run an ad in full color and get FREE placement on the back page (normally \$25). Get that extra exposure to your target audience without them even needing to open the paper! All normal discounts apply. Back page placement subject to availability. Placement guarantees will be distributed on a first come,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

## SPECIAL FRONT PAGE AD PLACEMENT

This is the best placement we have to offer – an ad that everyone who picks up the newspaper is guaranteed to see. You'll get results in no time. 6x2 (banner ad on the bottom of the front page) \$250

# ONLINE ADVERTISING

Our website, [www.theaggie.org](http://www.theaggie.org), contains all of our print content as well as breaking news, web-only exclusives, expanded features, sporting event recaps, restaurant reviews, blog posts, photo slideshows, polls, classifieds and more. The Aggie is growing its social media presence, with nearly 5,000 followers on Twitter as well as active Facebook and Tumblr pages, which is drawing more and more readers to the online edition. On average, the website receives around 50,000 visits per month.



## Prices

### LEADERBOARD BANNER

728x90 pixels

\$13 per thousand impressions

### MEDIUM RECTANGLE

300x250 pixels

\$12 per thousand impressions

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

## Options

### 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.

### 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.

### 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.

# POLICIES AND GRAPHICS

Electronic submission of an ad is requested. Most file types will work. With questions, please contact either 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 12 p.m. the day before the client's desired run date. The advertisement should be checked for error by the advertiser. The California Aggie cannot assume responsibility for errors in advertisements designed outside The Aggie's Graphics department. Credits, refunds, and make-good ads are at the discretion of the Advertising Manager.

Placement for advertisements is not guaranteed without payment of the placement charge. Paid placement is for a specific page—not the exact placement on that page.

Graphic design services are available, free of charge, for prospective clients only. Depending on the intricacy, a graphic may take between three and ten working days to complete to the client's full satisfaction. The California Aggie will not publish an advertisement without the client's final approval of the artwork.

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

The California Aggie will place advertisements that promote a specific product, service, event, or organization. It will not accept payment for advertisements that emphasize ideas or beliefs rather than a product, service, event, or organization.

The California Aggie will not place an advertisement that is racist, sexist, bigoted, homophobic, or otherwise discriminatory.

Additionally, The California Aggie reserves the right to:

Refuse and/or edit any advertisement in accordance with its advertising policies, at the discretion of The California Aggie's current management.

Print the phrase "Paid Advertisement" on any ad, at the discretion of current management.

Change, without notice, deadlines for advertising copy, rates, rules, and regulations.

## Deadlines

The advertising insertion deadline is at 4 p.m., the Monday prior to publication. 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.

# PUBLICATION CALENDAR

## AUGUST 2012

S	M	T	W	T	F	S
29	30	31	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	1

## SEPTEMBER 2012

S	M	T	W	T	F	S
26	27	28	29	30	31	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	1	2	3	4	5	6

## OCTOBER 2012

S	M	T	W	T	F	S
30	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	1	2	3

## NOVEMBER 2012

S	M	T	W	T	F	S
28	29	30	31	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	1

## DECEMBER 2012

S	M	T	W	T	F	S
25	26	27	28	29	30	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	1	2	3	4	5

## JANUARY 2013

S	M	T	W	T	F	S
30	31	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	1	2

## FEBRUARY 2013

S	M	T	W	T	F	S
27	28	29	30	31	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	1	2

## MARCH 2013

S	M	T	W	T	F	S
24	25	26	27	28	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	1	2	3	4	5	6

## APRIL 2013

S	M	T	W	T	F	S
31	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	1	2	3	4

## MAY 2013

S	M	T	W	T	F	S
28	29	30	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	1

## JUNE 2013

S	M	T	W	T	F	S
26	27	28	29	30	31	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	1	2	3	4	5	6

- PUBLICATION DATES
- SPECIAL ISSUES