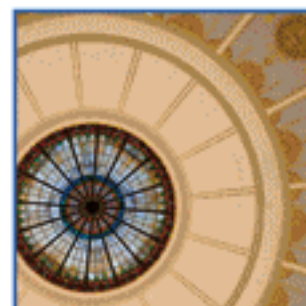
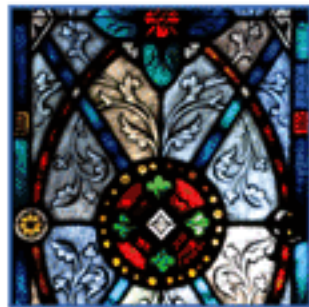


THE INDEPENDENT VOICE OF SOUTHERN METHODIST UNIVERSITY SINCE 1915

The Daily Campus



Southern Methodist University Advertising Rates & Information

June 2011 - May 2012



Web site

www.smudailycampus.com

SMU Market Info

- \$5.8 million per month in disposable income
- 99% dine out during a typical week, spending over \$600,000 on average \$1 million per month
- 85% own vehicles
- 70.6% of the population live off campus
- 71.3% of the SMU market are over age 21

Source: Newton Marketing & Research, Fall 2005

College Newspaper Market Info

- 75% of students read their newspaper on campus or at home
- Nearly 75% of students read the advertisements in their school newspaper
- 79% of students have been motivated to take some sort of action by an article or advertisement
- 87% of faculty read their newspaper on campus

Source: AM+M 2008 College Newspaper Audience Study conducted by MORI Research

Street Address

Southern Methodist University
Hughes-Trigg Student Center
3140 Dyer Street, Suite 314
Dallas, Texas 75205

Mailing Address

Southern Methodist University
SMU Box 750456
Dallas, Texas 75275-0456

Display Advertising

Advertising Manager: Diana Denton
Phone: 214-768-4111
Fax: 214-768-4573
E-mail: ads@smudailycampus.com

Classified Advertising

Phone: 214-768-4554
E-mail: dcclassads@smu.edu

Newsroom

Phone: 214-768-1512
E-mail: dc@smu.edu

Circulation

The Daily Campus prints 5,000 copies 3x per week, Monday, Wednesday and Friday.
The Daily Campus is distributed at over 50 high traffic locations.
Student Enrollment: 10,965 students
• 50.35% male, 49.65% female
Staff and Faculty: 2,704

Advertising Rates

National

National Display Rate

Rate \$ 16.25 per column inch
For businesses outside the Dallas/Fort Worth Metroplex

Local

Local Retail Display Rates

Open Rate \$ 14.75 per column inch
Minimum Size: 7 column inches
All rates net to The Daily Campus
*Ask about our contract rates

Local Rates at a Glance

	11x	5-10x	2-4x	1x
full page	\$1,014.26	\$1,151.33	\$1,315.80	\$1,617.34
1/2 page	\$ 536.96	\$ 609.53	\$ 696.60	\$ 856.24
1/4 page	\$ 275.94	\$ 313.23	\$ 357.98	\$ 440.01
1/8 page	\$ 149.16	\$ 169.31	\$ 193.50	\$ 237.84

Campus

Campus Display Rates

Campus Rate \$ 9.75 per column inch
(SMU departments/organizations only)
*Ask about our contract rates

Campus Rates at a Glance

	2-4x	1x
full page	\$1,014.26	\$1,069.09
1/2 page	\$ 536.96	\$ 565.99
1/4 page	\$ 275.94	\$ 290.85
1/8 page	\$ 149.16	\$ 157.22

Classifieds

Classified Display Ads

Open Rate \$ 16.25 per column inch
Maximum Total Size: 6 column inches
1 column inch 1.33 inches
2 column inches 2.836 inches
3 column inches 4.33 inches
4 column inches 5.836 inches

Classified Display Discounts

Frequency Discounts
2 - 8 times per semester \$ 13.00
9 - 32 times per semester \$ 10.25
33 - 57 times per semester \$ 8.00
Every issue all semester \$ 6.25

Sponsorship Advertising

Sudoku Sponsorship

Get premium placement for your business or event!
Per week \$ 100.00
Per month \$ 325.00
Classified Size: 3 col. inches x 1 inch

Front Page Sponsorship

Premium front page placement, banner strip ad.
6 col. in x 2 in, full color \$815

Pigskin Pick 'Em Weekly Football Contest Sponsorship

Your business logo displayed prominently on the week's contest ballots as SMU plays to win your prize!
Per week \$ 200.00
Gift Certificate to the week's winner \$ 50.00
Total client investment \$ 250.00

Local Retail Discounts

Frequency Discounts

2 - 4 times per semester \$ 12.00
5 - 10 times per semester \$ 10.50
11 or more times per semester \$ 9.25

Size Discounts

7.5% discount for quarter page (32.25 CI) or more
10% discount for half page (64.5 CI) or more
15% discount for full page (129 CI)

Early Payment Discount

5% discount will be given to ads if order and full payment are received by 5 p.m. one week before publication date.

Campus Discounts

Frequency Discounts

A 5% discount will be given for all campus ads run two or more times. All issue dates must be scheduled on the initial order.

Size Discounts

7.5% discount for quarter page (32.25 CI) or more
10% discount for half page (64.5 CI) or more
15% discount for full page (129 CI)

Early Payment Discount

5% discount will be given to campus ads if order and full payment are received by 5 p.m. one week before publication date.

Classified Word Rates

3 consecutive issues \$ 20.00
6 consecutive issues \$ 30.00
Additional days \$ 3.25 each

- All ads run in print and online editions
- Classified ads must be prepaid
- Maximum of 25 words
- 50¢ per word over 25 words, one time charge
- \$5 charge to revise any word ad
- The Daily Campus Advertising Manager reserves the right to reject any ad
- Refunds cannot be issued for cancelled ads

Preprinted Insert Rates*

Stand out from the crowd with a specialized insert.
• \$103 per thousand 5,000 minimum
• \$155 per thousand Multi-advertiser rate

Front Page Notes*

Make an impact with ads that stick.

- \$115 per thousand 5,000 minimum

*Please submit two approval copies to our advertising office two weeks prior to distribution. Full press run must be received by printer one week before distribution.

Color

Add a Pop of Color

Charges are in addition to the cost for black and white space.

Black and one color	\$103
Black and two colors	\$206
Black and three colors	\$309
Full Color	\$360



Grayscale (B&W)



Spot Color



Full Color

Online Rates

www.smudailycampus.com

- Page-views per month range between 80,000-120,000
- Ads with Light rotation typically reach 5-10% of visitors.
- Ads with Average rotation reach 20-25% of visitors.
- Ads with Heavy rotation typically reach 30-40% of visitors.

Ad Sizes

Wide Skyscraper	160 x 600 pixels
Banner	468 x 60 pixels
Rectangle	300 x 250 pixels

Cost with Print Ads (per month)*

	Light	Average	Heavy
Banner	\$165.00	\$285.00	\$350.00
Rectangle	\$185.00	\$315.00	\$450.00
Wide Skyscraper	\$235.00	\$400.00	\$575.00

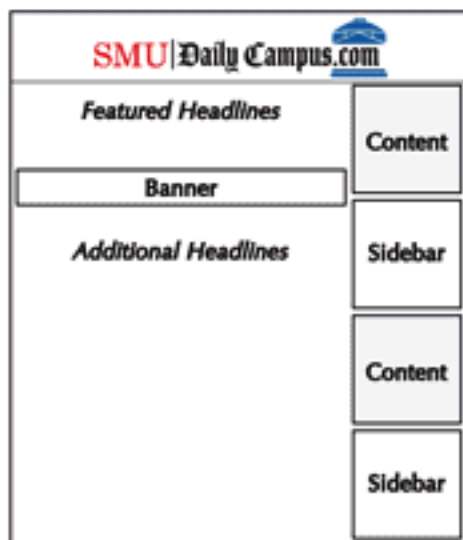
Cost without Print Ads (per month)*

	Light	Average	Heavy
Banner	\$200.00	\$350.00	\$500.00
Rectangle	\$245.00	\$425.00	\$600.00
Wide Skyscraper	\$315.00	\$545.00	\$765.00

*The "with print" discount applies to clients, not agencies, currently running ads. If an agency wishes to claim the "with print" discount, the client for whom the agency is placing the ad must be running concurrent advertising.

Placing Online Ads

- Or submit artwork in GIF, JPEG, PNG, TIFF or Flash format.
- It can be animated, but NOT video or audio.
- E-mail ad to ads@smudailycampus.com.



Examples of available online ad positions to the left.

Your Web site can be linked from smudailycampus.com with an ad positioned to provide maximum exposure to online readers.

Placement of Wide Skyscraper and Rectangle to the right of the page in "Content" locations.

Placement of Banner beneath top headlines.

Not to size.

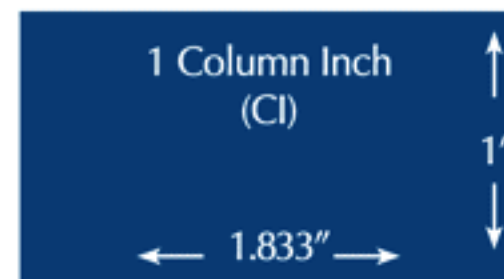
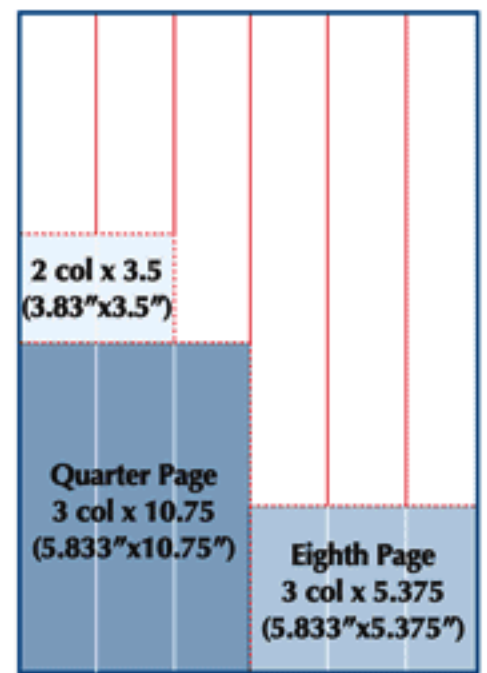
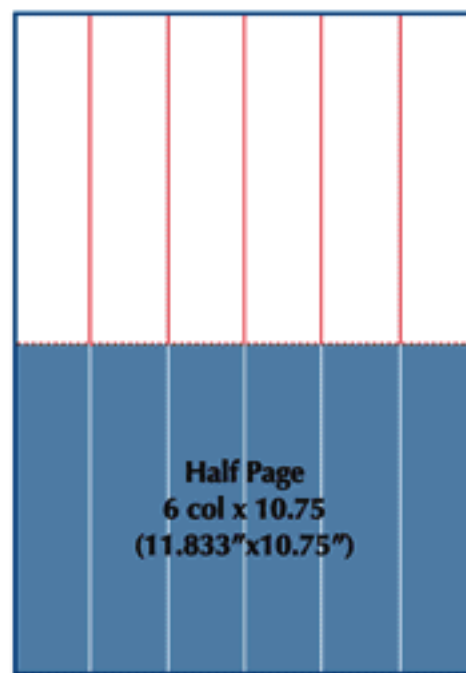
Sizing

Common Broadsheet Ad Sizes

Ad sizes are determined by multiplying the number of columns wide by the depth in inches.

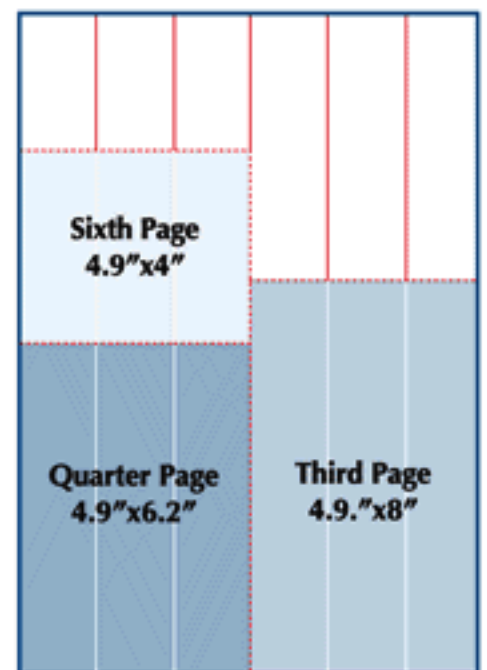
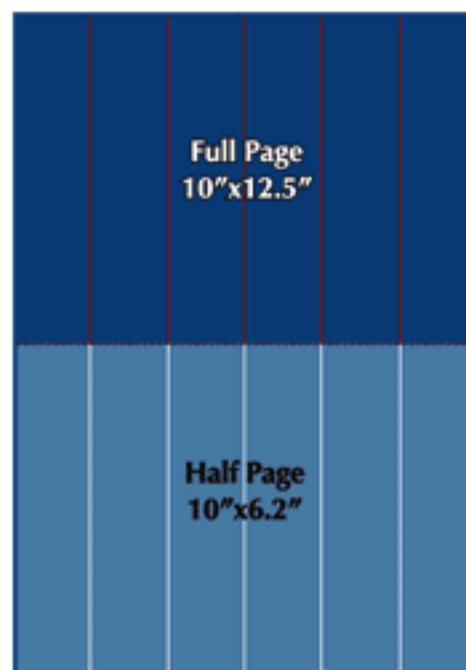
Other sizes available.

Column Width Guide	
1 column width =	1.833 inches
2 column width =	3.833 inches
3 column width =	5.833 inches
4 column width =	7.833 inches
5 column width =	9.833 inches
6 column width =	11.833 inches



Common Tabloid Ad Sizes - Special Publications Only

Additional ad sizes available. See Special Advertising for pricing and details.



Policies & Information

Advertising Policies

Acceptability

The Daily Campus reserves the right to reject advertising deemed to affect adversely the integrity and credibility of the newspaper as a source of truthful and accurate information, be repugnant to most of the readers served by the newspaper, or be in conflict with the educational mission of the university community served.

Liability

Sole responsibility for the content of an ad rests with the advertiser, who unconditionally agrees to hold *The Daily Campus* harmless should a claim arise and to pay for any and all expenses incurred as a result of publication of an ad. Should an ad not be published as ordered, *The Daily Campus* cannot be responsible for any losses or damages caused as a result. Should there be an error in an ad, *The Daily Campus'* liability is limited to the amount paid for the portion of the ad containing the error.

Inclement Weather

In the event of inclement weather, *The Daily Campus* will make every effort to publish and distribute in accordance with our publication schedule. *The Daily Campus* assumes no liability whatsoever for cancelled/late publications or reduced distribution due to inclement weather.

Terms of Payment

All rates listed are non-commissionable (net) rates.

Pre-Payment

Make checks and mail orders payable to *The Daily Campus*. MasterCard, VISA and Discover accepted.

Credit

All advertising is payable in advance. Credit is offered on a limited basis to preferred advertisers, and is subject to approval by business office.

Any agency placing an ad will accept full responsibility for placement and payment thereof.

The Daily Campus reserves the right to refuse any ad from any advertiser whose account is past due.

SMU Departments/Organizations

Campus advertisements must be paid in advance with a signed check request, cash, or charged to a campus account number, MasterCard, VISA, or Discover account.



Contract & Copy Regulations

Cancellation

Requests must be received by noon three business days before publication. There will be no refunds after this deadline.

Contracts

Advertisers scheduling yearly contracts will receive our lowest column inch rate. Ask your representative or call 214-768-4111.

Proofs

Available by 3 p.m., three business days before publication. All corrections or changes must be received no later than 3 p.m., TWO business days before publication.

Tearsheets

Upon request, display advertisers will be mailed one tearsheet for each ad published on a weekly basis.

Production Services

Creation

The Daily Campus prefers final ads to be submitted electronically in PDF format in accordance with the "Electronic Artwork Submission" guidelines below. *The Daily Campus* is pleased to create an ad for you. Design services – depending on the extent of creative, typographic and design work required – will be quoted and charged separately.

All ads created by *The Daily Campus* remain its sole property.

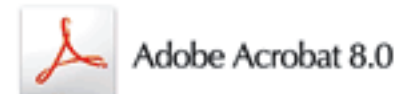
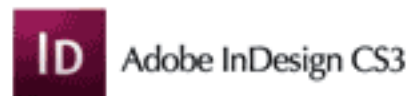
Placement Guarantee

When available, clients may reserve guaranteed placement. **15% up charge to space only.**

Electronic Artwork Submission

Digital Files

- E-mail ads to ads@smudailycampus.com.
- Adobe PDF files are preferred.
- All fonts and images must be embedded within ad file.
- Full color ads must be designed in a CMYK color space.
- Spot color ads must be saved as 100% black, plus spot color. Pantone number must accompany ad.
- B&W images must be 200 DPI at final size, and CMYK images must be 300 DPI at final size.
- We DO NOT accept ad copy in any Microsoft Office format — this includes Microsoft Word, PowerPoint and Publisher.
- *The Daily Campus* cannot guarantee that advertising submitted in a non-optimal format or without proper fonts will appear as desired when printed.
- *The Daily Campus* is not responsible for the quality of ads sent electronically and published in the newspaper.
- Acceptable software program files:



Deadlines

Display Advertising

The placement reservation deadline is 5 p.m. one week before publication. The ad copy deadline is noon three days before publication.

Classified Advertising

For a classified display ad the deadline is 5 p.m. three days before publication.

The text ad deadline is 11 a.m. one day before publication.

Press Information

Midway Press, Inc.

645 Regal Row, Dallas, TX 75247
Attn.: Doug Jeffery
972-331-9351

Inserts & Front Page Notes Deadline

Full press run must be received by printer one week before distribution.

Special Advertising

Campus Coupon Book

September 14, 2011 and February 3, 2012

Your customers are back to school!

- Fall or spring book only..... \$ 325 / coupon
- Fall and spring book \$ 525 / both
- Coupon size (w=5.125", h=2.5")
- 8,000 books printed and distributed to all students, faculty and staff
- Your coupon printed in Red or Blue

Deadlines: August 29, 2011 (fall) and January 13, 2012 (spring)

Sports Guide - Pull Out Section

September 9, 2011

A complete look at SMU athletics and the Mustangs who will star on the fields and courts.

- Normal broadsheet ad rates and sizes apply.
- 5,000 printed

Space Deadlines: September 2, 2011; Art Deadline: September 6, 2011

Dining Guide

November 4, 2011

99% of the SMU Community dine out at least once a week, spending over \$600,000 per week. Take a bite of this lucrative market by featuring your favorite menu items, plus an informative sidebar.

- Full page menu \$ 395
- 6,000 guides printed and inserted into *The Daily Campus*

Space Deadline: October 21, 2011; Art Deadline: October 25, 2011

Gift Guide - Pull Out Section

November 21, 2011

Holiday gift ideas abound in this issue that will be seen by students, faculty and staff before and during the Thanksgiving break.

- Normal broadsheet ad rates and sizes apply.
- 5,000 printed

Space Deadline: November 14, 2011; Art Deadline: November 16, 2011

Best of SMU & Park Cities/Dallas - Pull Out Section

January 27, 2012

The Best of SMU Park Cities/Dallas Edition gives voice to the SMU community and showcases their favorite local businesses and campus attributes. Businesses have the opportunity to thank students, faculty, and staff for their continued support.

- Normal broadsheet ad rates and sizes apply.
- 5,000 printed

Space Deadline: January 20, 2012; Art Deadline: January 24, 2012

Housing Guide

March 2, 2012

76% of the SMU community live off campus. Feature your property, floor plans, and amenities.

- Full page ad (w=10", h=12.5") \$ 525
- Half page ad (w=10", h=6.2") \$ 350
- Quarter page ad (w=4.9", h=6.2") \$ 225
- 5,000 guides printed and inserted into *The Daily Campus*

Space Deadline: February 20, 2012; Art Deadline: February 24, 2012

Graduation Tabloid

May 2, 2011

Congratulate the Class of 2011 and promote your business.

- Full page ad (w=10", h=12.5") \$ 525
- Half page ad (w=10", h=6.2") \$ 350
- Quarter page ad (w=4.9", h=6.2") \$ 225
- 7,000 guides printed and inserted into *The Daily Campus*

Space Deadline: April 23, 2012; Art Deadline: April 25, 2012



Sports Guide

Dining Guide

Best of SMU & Park Cities/Dallas

Housing Guide

Graduation Tabloid

Publication Schedule

June 2011

S	M	T	W	R	F	S
			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		

July 2011

S	M	T	W	R	F	S
					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 2011

S	M	T	W	R	F	S
	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 2011

S	M	T	W	R	F	S
				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 2011

S	M	T	W	R	F	S
						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 2011

S	M	T	W	R	F	S
		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 2011

S	M	T	W	R	F	S
				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 2012

S	M	T	W	R	F	S
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 2012

S	M	T	W	R	F	S
			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			

March 2012

S	M	T	W	R	F	S
				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 2012

S	M	T	W	R	F	S
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 2012

S	M	T	W	R	F	S
		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		

Special Issues

Summer 2011

June 3..... First Year Mail Home
 June 27..... AARO Orientation Sessions
 August 17..... Fall Semester Move-in

Fall 2011

August 22..... First Day of Classes
 September 2..... SMU @ Texas A&M
 September 9..... SMU vs. UTEP
 September 16..... Family Weekend, SMU vs. NW State
 September 23..... SMU @ Memphis
 September 30..... Iron Skillet Game, SMU vs. TCU
 October 14..... SMU vs. UCF
 October 21..... SMU @ Southern Miss
 October 26..... SMU @ Tulsa
 October 31..... Halloween
 November 4..... Homecoming, SMU vs. Tulane
 November 11..... SMU vs. Navy
 November 18..... SMU @ Houston
 November 21..... Thanksgiving/Gift Guide
 November 21..... SMU vs. Marshall
 December 7..... Fall Semester Finals

Spring 2012

January 17..... First Day of Classes
 February 10..... Valentine's Day Preview
 February 13..... Valentine's Day/Campus Cupids
 March 5..... Spring Break Preview
 April 6..... Good Friday/Easter
 May 2..... Spring Semester Finals

Special Publications

Fall 2011

September 14..... Fall Coupon Book
 September 9..... Sports Guide
 November 4..... Dining Guide

Spring 2012

January 27..... Best of SMU & Park Cities/Dallas
 February 3..... Spring Coupon Book
 March 2..... Housing Guide
 May 2..... Graduation Tabloid

Important SMU Dates

Fall 2011

August 20..... Residence halls open
 August 22..... First Day of Classes
 September 5..... University Holiday - Labor Day
 October 10-11..... Fall Break
 November 23..... "No Class" Day
 November 24-25..... University Holiday - Thanksgiving
 December 5..... Last day of classes
 December 6..... Reading Day
 December 7-14..... Spring Semester Finals

Spring 2012

January 16..... University Holiday - MLK Day
 January 17..... First Day of Classes
 March 10-18..... Spring Break
 April 6..... University Holiday - Good Friday
 April 16..... Honors Day
 May 1..... Last day of classes
 May 2-8..... Spring Semester Finals
 May 12..... Commencement

 Special Issue & Publication Day

 Normal Publication Day