

2018-2019 MEDIA KIT



ABOUT US

GENERAL INFORMATION

The Clarion is the official student newspaper of the University of Denver serving as the "Voice of the Pioneers." Founded in 1899, the Clarion covers campus and local stories with the highest level of journalistic integrity possible.

DEADLINES

Digital ads are due two days before the ad is set to run

Print ads are due on the Friday prior to the Wednesday print date (five days in advance).

PROOFS

Proofs for social media ads can be found by visiting the respective social media outlet. Proofs for print ads can be found online at www.issuu.com/theclarion

FORMATTING

All ads should be submitted electronically. Compatible formats include Adobe InDesign, Adobe Illustrator, Adobe Photoshop, PDF, or JPEG. Images and graphics must be high resolution (850 x 850 pixel minimum). The Clarion uses CMYK colors.

The Clarion can design custom ads for your business. Rates for custom designed ads start at \$25/hour.

PAYMENT

The Clarion will email an invoice and advertisement contract upon determining which ad(s) you are interested in.

The Clarion requires pre-payment on all ads unless otherwise agreed upon. Payment must be recieved at least seven days before the ad is set to run.

The Clarion will not the run the ad if payment and a signed contract is not recieved in time.

The Clarion accepts card (via PayPal) and check.

Checks can be remitted to:
DU Clarion
2050 S. Gaylord St.
Denver, CO 80210

CONTACT US

Contact is required in order to close an advertising contract with the Clarion. Please contact the Clarion's Editor-in-Chief to place an advertisement with the Clarion.

Editor-in-Chief: Taryn Allen
Phone: 585-880-2864
Email: duclarioneditor@gmail.com

Business Manager: Sydney Kapp
Phone: 307-286-2633
Email: business.duclarion@gmail.com

PUBLICATION TIME

SEPTEMBER:

09/19/18

09/26/18

OCTOBER:

10/3/18

10/10/18

10/17/18

10/24/18

10/31/18

NOVEMBER:

11/7/18

11/14/18

DECEMBER:

N/A

JANUARY:

01/09/19

01/16/19

01/23/19

01/30/19

FEBRUARY:

02/06/19

02/13/19

02/20/19

02/27/19

MARCH:

03/06/19

03/13/19

APRIL:

04/03/19

04/10/19

04/17/19

04/24/19

MAY:

05/01/19

05/08/19

05/15/19

05/22/19

05/29/19

JUNE:

06/05/19

LEGEND:

Dates listed in crimson below months are print publication dates for the DU Clarion. All articles are published online throughout the respective week of publication.

September 19, 2019 is our Welcome Back Edition, which is intended for first-year students.

SOCIAL MEDIA AD RATES

ADVERTISE ON SOCIAL MEDIA FOR \$75.

PRICE PER AD, PER SITE

BY THE NUMBERS:

FACEBOOK:

50,000 People reached per month
2,500+ Likes

TWITTER:

50,000 People reached per month
1,800+ Followers

INSTAGRAM:

1,000+ Followers



DU Clarion **duclarion**

#financialgenius
STUDENT UNION

Want an A+ in financial education?
You can borrow our notes.

Visit the **Student Union**—a free online resource from U.S. Bank built to equip you with knowledge to help manage your money, now and in the future. Get a chance to win a \$5,000 scholarship by completing our easy online modules' at usbank.com/studentunion

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The DU Clarion @DUClarion · 29s
Looking to set up a bank account, Pios? Head over to US bank on the South side of Driscoll Bridge! [Sponsored]

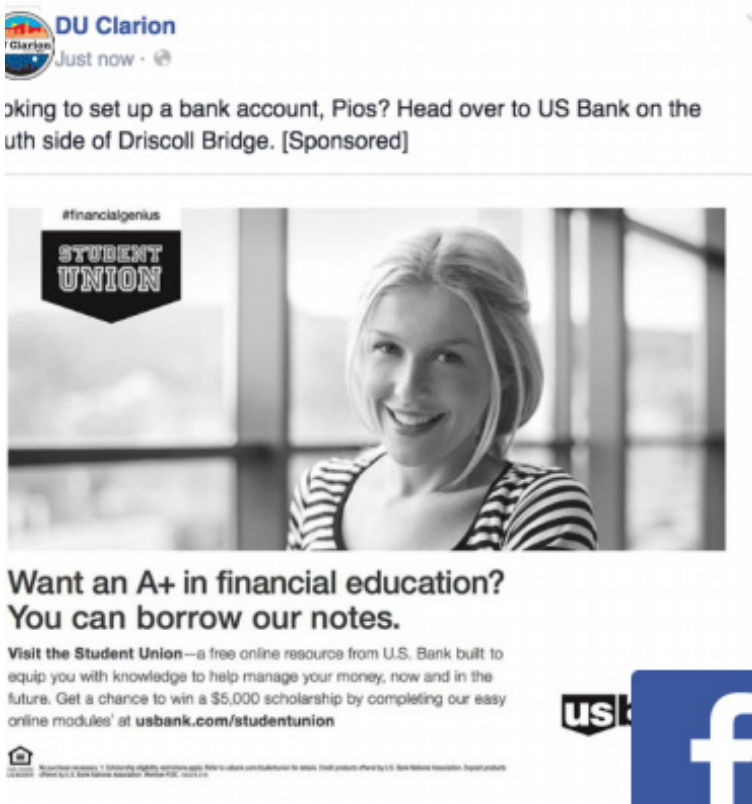


Want an A+ in financial education?
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Visit the **Student Union**—a free online resource from U.S. Bank built to equip you with knowledge to help manage your money, now and in the future. Get a chance to win a \$5,000 scholarship by completing our easy online modules' at usbank.com/studentunion



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DU Clarion
Just now · 🌐

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#financialgenius
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usbank **f**

PRINT AD RATES

COLOR ADVERTISING:

All print rates are in full color.

1/4
PAGE
\$200

AD SIZE INFORMATION:

Quarter (1/4) Page - 4" 8"

Half (1/2) Page - 8" 10"

Full (1) Page - 10" 16"

The Clarion accomodates custom ad sizing for an additional price. If you are interested please contact the Clarion's Editor-in-Chief for more information.

BY THE NUMBERS:

DISTRIBUTION:

750 newspapers are printed every Wednesday and are distributed throughout the DU campus and surrounding area. Intersted in getting papers at your business? Contact the Clarion's Editor-in-Cheif for more information.

1/2 PAGE
\$330

POPULATION (FALL 2016):

678 Full-Time Faculty

11,797 Students

5,754 Students

55% Female

45% Male

FULL PAGE
\$600

5,860 Graduate Students

60% Female

40% Male