

# 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](http://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 received at least seven days before the ad is set to run.

The Clarion will not run the ad if payment and a signed contract is not received 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](mailto:duclarioneditor@gmail.com)

Business Manager: Sydney Kapp  
Phone: 307-286-2633  
Email: [business.duclarion@gmail.com](mailto: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 \$20.

### 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



**The DU Clarion** **duclarion**

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**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](https://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]



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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](https://usbank.com/studentunion)



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Just now · 🌐

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# PRINT AD RATES

## COLOR ADVERTISING:

All print rates are in full color.



1/4  
PAGE  
\$50

## AD SIZE INFORMATION:

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

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

Full (1) Page - 10" 16"

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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  
\$100

### POPULATION (FALL 2016):

678 Full-Time Faculty

11,797 Students

5,754 Students

55% Female

45% Male



FULL PAGE  
\$150

5,860 Graduate Students

60% Female

40% Male