



UNIVERSITY OF
DENVER

2019-2020

MEDIA KIT

DU CLARION



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 received 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 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

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: Hannah Branit
Phone: 773-420-6878
Email: duclarioneditor@gmail.com

Business Manager: Megan Cooney
Phone: 203-814-6515
Email: business.duclarion@gmail.com

PUBLICATION TIME

SEPTEMBER

09/11/19
09/18/19
09/25/19

FEBRUARY

02/05/20
02/12/20
02/19/20
02/26/20

OCTOBER

10/2/19
10/9/19
10/16/19
10/23/19
10/30/19

MARCH

03/04/20
03/11/20

NOVEMBER

11/6/19
11/13/19

APRIL

04/08/20
04/15/20
04/22/20
04/29/20

DECEMBER

N/A

MAY

05/06/20
05/13/20
05/20/20
05/27/20

JANUARY

01/15/20
01/22/20
01/29/20

JUNE

06/03/20

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 our social media outlets for \$100 per platform, per advertisement

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



PRINT AD RATES

COLOR ADVERTISING:

All print rates are in full color

AD SIZE INFORMATION:

- Quarter (1/4) Page - 4"8" \$150
- Half (1/2) Page - 8" 10" \$280
- Full (1) Page - 10" 16" \$550

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

DISTRIBUTION:

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

STATISTICS:

- Population: 678 full-time faculty
- 11,797 total students
 - 5,754 undergraduate
 - 5,860 graduate