

The California Aggie

Advertising Department Contact Information

Address

25 Lower Freeborn
One Shields Avenue
University of California
Davis, CA 95616

Email

admanager@theaggie.org

Phone

(530) 752-6851

Fax

(530) 752-0355

Website

www.theaggie.org

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.

THE CALIFORNIA AGGIE RESERVES THE RIGHT TO
change, without notice, deadlines for advertising copy, rates, rules, and regulations.

Suggested Display Ad Sizes and Pricing Info		
Size	Columns by Inches	Price
Small	1 x 3	\$36.00
Medium	2 x 4	\$96.00
Large	3 x 5	\$180.00
Quarter Page	3 x 10.5	\$378.00
Third Page	6 x 7	\$504.00
Half Page	6 x 10.5	\$756.00
Full Page	6 x 21	\$1,512.00

Notes:

1. These are the daily standard prices based on \$12 per column inch and represent the cost **PER AD, PER DAY**
2. These are just suggested sizes. Alternate sized ads available upon request
3. Please see following pages for display ad specifications!
4. For classified ads, please send an email to classifieds@theaggie.org

Display Ad Extras		
Item	Description	Price
Color	One Color	\$ 80.00
	Two Color	\$ 135.00
	Three (Full) Color	\$ 190.00
Guaranteed Placement	Back Page	\$ 25.00
	Your Choice	\$ 10.00

Notes:

1. All extra charges are **PER AD, PER DAY**
2. Guaranteed placement is on a first come, first serve basis

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

Notes:

1. For repeating ads with no changes
2. Discount availability and amounts are at the sales rep's discretion

Preprinted Insert Rates	
Local	From \$65 per thousand

Notes:

1. 4,000 minimum, maximum is 8,000 M-W and 10,000 on Thursday
2. Materials delivered to Davis Enterprise (315 G Street, Davis, CA 95616) **AT LEAST** three business days before scheduled run

* A preprinted insert is any loose paper, flyer, etc., inserted into the paper.

ONLINE ADVERTISING

Check out our BRAND NEW, REDESIGNED, and all around AWESOME website!

>>>>> www.theaggie.org <<<<<

Online Space Available	
Item	CPM Price
Leaderboard (728x90) Center, Top of Page	\$13.00
Medium Rectangle (300x250) Right hand side, above fold	\$12.00

Notes:

Online advertising is done on a CPM basis.
Minimum campaign is one week long.
More information available upon request.

DEADLINES

The advertising insertion deadline is at **4 p.m. three working days** prior to publication.

Deadlines are to be strictly adhered to.
For more information, view The Aggie's Policies and Specifications.

AD DEADLINE	DAY PUBLISHED
Wednesday	Monday
Thursday	Tuesday
Friday	Wednesday
Monday	Thursday

PUBLICATION CALENDAR

2009-2010

SEPTEMBER 2009						
Su	M	T	W	R	F	Sa
		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 2009						
Su	M	T	W	R	F	Sa
				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 2009						
Su	M	T	W	R	F	Sa
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 2009						
Su	M	T	W	R	F	Sa
		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 2010						
Su	M	T	W	R	F	Sa
					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 2010						
Su	M	T	W	R	F	Sa
	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						

MARCH 2010						
Su	M	T	W	R	F	Sa
	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 2010						
Su	M	T	W	R	F	Sa
				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 2010						
Su	M	T	W	R	F	Sa
						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					

JUNE 2010						
Su	M	T	W	R	F	Sa
		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 2010						
Su	M	T	W	R	F	Sa
				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 2010						
Su	M	T	W	R	F	Sa
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				

Important Dates and Select Holidays:

<u>Fall Quarter</u> (9/21 - 12/11) 10/31 - Halloween 11/11 - Veterans Day 11/26 - Thanksgiving	<u>Winter Quarter</u> (1/4 - 3/20) 1/18 - MLK Day 2/14 - Valentine's Day 2/15 - Presidents' Day 3/17 - St. Patrick's Day	<u>Spring Quarter</u> (3/25 - 6/10) 3/26 - Cesar Chavez Day 5/9 - Mother's Day 5/31 - Memorial Day	School Not In Session Publication Date Special Issues 2/18 - Best of Davis 3/11 - Coupon Issue 6/3 - Graduation
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General Aggie Policies

- * **Electronic submission** of ad is requested. Contact your representative at his/her email address or the Advertising Manager at admanager@theaggie.org.
- * **Ad insertions or ad instructions** submitted after the deadline are subject to a \$25 late fee.
- * **Changes in business management/ownership** must be reported to The Aggie within 30 days.
- * **Errors** in advertisements must be reported earlier than 1 pm the day before the next issue. Advertisement or copy of should be checked for errors by the advertiser. Only that portion of the ad in error will be corrected or considered for any credit/refund by the Advertising Manager.
- * **Placement for ads** is not guaranteed without payment of the placement charge. Paid placement for ads is for a specific page, not the placement on the paid page. Placement on the paid page may be requested but will not be guaranteed.
- * **Proofs** may be available upon request for any ad, unless information is late from advertiser, or ad representative is unable to reach the advertiser during normal Aggie business hours.
- * **Cancellation orders** made after the advertising insertion deadline are subject to a penalty of 60% of the cost of the advertisement.

Ad Design Specifications

- * **Dimensions of ads** (and prices) are measured and based on columns by inches. See below.
- * **Ad design services** are available free of charge for prospective client use only.
- * **Minimum size display advertisement** is three column inches, unless otherwise approved by the Advertising Manager.
- * **Classified ad orders** can be placed at classifieds@theaggie.org.
- * **Photography services** are available. Direct questions to the Photo Editor at photo@theaggie.org.
- * **Typesetting and art** for advertisements are included in the advertising rates. Extensive typesetting and/or artwork may result in additional charges to the advertiser, as determined by the Advertising Manager.

Specifications

# of Columns	Equals in Inches
1	1.8410
2	3.8493
3	5.8577
4	7.8660
5	9.8743
6	11.8827

Why The California 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 information

The Aggie has the highest estimated readership of any newspaper in Yolo County at 30,000 readers per day. As a client, you will have the opportunity to reach this large audience at the lowest advertising rates per copy in the county. The Aggie has garnered various journalism and design awards, including first place awards for Excellence in Advertising Design. With our high circulation and talented design staff, your advertising concepts will certainly result in increased visibility and profits.

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. We have a daily circulation between 8,000 and 10,000, delivering papers Monday through Thursday. We also feature a Friday online-only edition, featured at our brand new website, www.theaggie.org.