UC DAVIS

THE CALIFORNIA AGGIE

Media Kit 2019-2020

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

Email
admanager@theaggie.org
editor@theaggie.org

Website
https://theaggie.org

Phone
Advertising/Business
530-752-9877
Editorial
530-752-9887
The California Aggie: Your **TOTAL** UC Davis marketing solution.

The California Aggie is the undisputed media and communications portal to the UC Davis campus community. The Aggie provides current campus and local news, images and unique information to the thousands of students, staff and faculty at the University through its well-respected weekly newspaper, daily online media source, alumni newsletter and social media platforms. The California Aggie offers advertisers a total market solution to reach the UC Davis campus.

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 with both print and online media and offers effective display and classified advertising rates for any budget.

In Print
The California Aggie is a weekly broadsheet newspaper, published on Thursdays throughout the academic year (Sept.-June). The Aggie newspaper is distributed free of charge to over 40 high-traffic locations on campus and in the city of Davis.

Online
- Website: https://theaggie.org
- Facebook: The California Aggie
- Twitter: @californiaaggie
- Instagram: @thecaliforniaaggie

Check www.theaggie.org/print for updates on rack locations!
Reach, Audience, Distribution

The UC Davis Audience

The California Aggie directly serves the more than 30,000 students who attend UC Davis as well as the thousands of faculty and staff that are on campus every day. They represent a diverse, educated community that is highly desirable to advertisers.

The Aggie has garnered various journalism and design awards, including first place for Excellence in Advertising Design, and our ad design services are available to clients completely free of charge.

Distribution & Reach

Print

- The Aggie is a weekly full-size broadsheet, weekly newspaper that is distributed free of charge every Thursday during the academic year.
- The Aggie is available for pickup at more than 40 high-traffic locations on campus and in Davis, including the Memorial Union, UC Davis bookstore, community centers, dining areas, lecture halls, campus residences, Unitrans hub and multiple downtown businesses. (Full list: https://theaggie.org/print/)
- The Aggie distributes 4,000 newspapers each week, and we are adding distribution sites for increased access to the Aggie newspaper on a regular basis.

Online

- theaggie.org is updated daily with breaking news, editorial content, photos and additional features.
- theaggie.org receives an average of 60,000-80,000 page views each month during the academic year (Sept-June) and approx. 30,000-40,000 in the summertime.
- The Aggie’s social media fan base is extensive (over 16,000), and our frequent social media posts effectively drive new readers to our print and online content.
Print Ads - Display Sizes

The Aggie newspaper is a full-size, broadsheet newspaper published every Thursday in the academic year, and contains campus and city news, features, in-depth articles, crossword & Sudoku puzzles, editorials, unique advertising offers, coupons and more.

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**Color**

$100 per ad per day - spot or full color.

**Premium Placement**

10% of ad cost to guarantee back page placement for all but full page ads.
Print Ads - Display Sizes & Rates

The Aggie newspaper is a full-size broadsheet newspaper published every Thursday in the academic year and contains campus and city news, features, in-depth articles, crossword & Sudoku puzzles, editorials, unique advertising offers, coupons and more.

Black & White Newspaper Ad Rates  Add $100 for COLOR

<table>
<thead>
<tr>
<th>Ad Size (col x ”)</th>
<th>Actual</th>
<th>1x</th>
<th>5x</th>
<th>10x</th>
<th>15x</th>
<th>20x</th>
<th>30x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front pg banner (6 col x 2”)</td>
<td>9.889&quot; x 2&quot;</td>
<td>$300</td>
<td>$285</td>
<td>$270</td>
<td>$255</td>
<td>$240</td>
<td>$210</td>
</tr>
<tr>
<td>1/32 pg (1.5 col x 2.625”)</td>
<td>2.381&quot; x 2.625&quot;</td>
<td>$55</td>
<td>$50</td>
<td>$45</td>
<td>$40</td>
<td>$35</td>
<td>$30</td>
</tr>
<tr>
<td>1/16 pg (1.5 col x 5.25”)</td>
<td>2.381&quot; x 5.25&quot;</td>
<td>$100</td>
<td>$95</td>
<td>$90</td>
<td>$85</td>
<td>$80</td>
<td>$70</td>
</tr>
<tr>
<td>1/12 pg (2 col x 5.25”)</td>
<td>3.222&quot; x 5.25&quot;</td>
<td>$125</td>
<td>$120</td>
<td>$110</td>
<td>$100</td>
<td>$95</td>
<td>$85</td>
</tr>
<tr>
<td>1/8 pg (3 col x 5.25”)</td>
<td>4.889&quot; x 5.25&quot;</td>
<td>$200</td>
<td>$190</td>
<td>$185</td>
<td>$175</td>
<td>$165</td>
<td>$145</td>
</tr>
<tr>
<td>1/4 pg vert (3 col x 10.5”)</td>
<td>4.889&quot; x 10.5&quot;</td>
<td>$350</td>
<td>$330</td>
<td>$315</td>
<td>$300</td>
<td>$280</td>
<td>$245</td>
</tr>
<tr>
<td>1/4 pg horz (6 col x 5.25”)</td>
<td>9.889&quot; x 5.25&quot;</td>
<td>$350</td>
<td>$330</td>
<td>$315</td>
<td>$300</td>
<td>$280</td>
<td>$245</td>
</tr>
<tr>
<td>1/3 pg (6 col x 7”)</td>
<td>9.889&quot; x 7&quot;</td>
<td>$455</td>
<td>$435</td>
<td>$415</td>
<td>$400</td>
<td>$380</td>
<td>$360</td>
</tr>
<tr>
<td>Half page vert (3 col x 21”)</td>
<td>4.889&quot; x 21&quot;</td>
<td>$650</td>
<td>$620</td>
<td>$585</td>
<td>$550</td>
<td>$525</td>
<td>$475</td>
</tr>
<tr>
<td>Half page horz (6 col x 10.5”)</td>
<td>9.889&quot; x 10.5&quot;</td>
<td>$650</td>
<td>$620</td>
<td>$585</td>
<td>$550</td>
<td>$525</td>
<td>$475</td>
</tr>
<tr>
<td>Full page (6 col x 21”)</td>
<td>9.889&quot; x 21&quot;</td>
<td>$1,200</td>
<td>$1,140</td>
<td>$1,080</td>
<td>$1,020</td>
<td>$960</td>
<td>$840</td>
</tr>
</tbody>
</table>

Color  
$100 per ad per day - spot or full color.

Discounted Rates by Frequency  
Commit to a minimum # of ad insertions over a 12 month period, and a frequency discount is applied to your ad pricing. Contact us for agreement and details.

Premium Placement  
10% of ad cost to guarantee placement.

UC Davis Affiliates  
All UC Davis affiliates - a campus department, college, club, sorority, fraternity, ASUCD unit, etc. automatically receive the 30x frequency rate.
Classified & Online Advertising

Classified Ads

Classified ads are now available in the Aggie in the following categories.

JOBS | HOUSING | FOR SALE | ANNOUNCEMENTS | SERVICES

Online Classifieds

$25 for 15 days
Free classified ads for students!
(must have .edu email)

Print Classifieds

Cost per two week = $5.00 for the first 5 words.

-.50 for each additional word
-.50 for ALL CAPS
-.50 for bold first 5 words
-.50 to add image

Online Ad Sizes & Rates

theaggie.org contains all print content as well as breaking news, web-only exclusives, expanded features, sporting event recaps, restaurant reviews, blog posts, video, photo slideshows, polls and more. Online page views average 60k-80k per month. Contact us to confirm online ad space availability.

Discounted Online Summer Rates Available

Contact for availability
admanager@theaggie.org

<table>
<thead>
<tr>
<th>Online Ad Sizes</th>
<th>Pixels</th>
<th>1 Mo Rate</th>
<th>2 Week Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>728x90</td>
<td>$650/mo</td>
<td>$450/two weeks</td>
</tr>
<tr>
<td>Floorboard Banner 1</td>
<td>728x90</td>
<td>$600/mo</td>
<td>$400/two weeks</td>
</tr>
<tr>
<td>Floorboard Banner 2</td>
<td>728x90</td>
<td>$600/mo</td>
<td>$400/two weeks</td>
</tr>
<tr>
<td>Sidebar Large Vertical Banner</td>
<td>300x600</td>
<td>$500/mo</td>
<td>$350/two weeks</td>
</tr>
<tr>
<td>Medium Tile</td>
<td>300x250</td>
<td>$400/mo</td>
<td>$300/two weeks</td>
</tr>
<tr>
<td>Small Tile</td>
<td>300x125</td>
<td>$200/mo</td>
<td>$150/two weeks</td>
</tr>
<tr>
<td>Mid-Page Banner</td>
<td>728x90</td>
<td>$300/mo</td>
<td>$200/two weeks</td>
</tr>
</tbody>
</table>

Discounts for frequency

5% for 5x | 10% for 10x | 20% for 20x | 30% for 30x
Ad Services, Policies and Deadlines

Graphic Design Services

- Advertising graphic design services are offered at no charge to Aggie customers.
- Outside of posted ad copy deadlines, special design projects may require additional time.
- Electronic submission of ad copy is requested. Most files types will work. Hi-res images are encouraged.

Policies

The California Aggie reserves the right to:

- Refuse and/or edit any advertising in accordance with its advertising policies, at the discretion of the California Aggie management.
- Change, without notice, deadlines for advertising copy, rates, rules and regulations.
- Include the phrase “PAID ADVERTISEMENT” on any ad, at the discretion of current management.
- Refuse any advertisement that is racist, bigoted, sexist, homophobic or otherwise discriminatory - or that promotes ideas and beliefs rather than a product, service, event or organization.

Credits & Adjustments

- Errors in ads must be reported as soon as possible. Proofed ads must be carefully checked by advertiser.
- The Aggie cannot assume responsibility for errors in advertisements designed outside the Aggie’s graphics dept.
- All advertising credits, refunds and make-good ads are at the discretion of the advertising manager.

Deadlines

- Ad copy deadline for proofs is by 4 p.m. the Friday prior to Thursday publication.
- Camera-ready ad deadline is Monday at 4 p.m. prior to Thursday publication.
- Spec ads can be ordered with 7-10 day advance notice.
- Late fees of $25 for ad order or copy changes may be applied.
- Cancellation orders made after deadline are subject to a penalty of 60% of the cost of the advertisement.
Print Publication Calendar

The California Aggie newspaper publishes 30 weeks (issues) throughout the academic year (mid-Sept thru mid-June). Printing is suspended in the weeks of Thanksgiving, Christmas, Spring break and Summer.

### Publication Dates

(30 weeks in academic year)

#### September 2019 - June 2020

- **September**: 26
- **October**: 3, 10, 17, 24, 31
- **November**: 7, 14, 28
  (Thanksgiving - no publication on 21st)
- **December**: 5
- **January**: 9, 16, 23, 30
- **February**: 6, 13, 20, 27
- **March**: 5, 12
  (Spring break - no publication on 19th & 26th)
- **April**: 2, 9, 16, 23, 30
- **May**: 7, 9, 16, 23, 30
- **June**: 4

#### Special Issues

- **Picnic Day Issue**: 4/16/2020
- **Summer/Fall Welcome Issue**: 6/22/2020
  (Distributed all summer - mid-June thru mid-Sept.)