UC DAVIS

THE CALIFORNIA AGGIE

Media Kit 2020-2021

1) Contact info
2) The California Aggie: Your TOTAL UC Davis Marketing Solution
3) Reach, Audience and Distribution
4) Print Ads - Display Sizes
5) Print Ads - Rates
6) Classified & Online Ads - Display Sizes
7) Classified & Online Ads - Rates
8) Ad Services, Policies & Deadlines
9) Publication Calendar and Special Issues

Address
116 A Street
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 UCD campus community. The Aggie provides current campus/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 Aggie offers advertisers a total market solution to reach the UCD 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 or 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 full-size newspaper, published Thursdays throughout the academic year (Sept-June). The Aggie newspaper is distributed free to over 40 high-traffic locations on campus and in the city of Davis.

**Online**

Website  [https://theaggie.org](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 Aggie directly serves the 30,000+ students that attend UC Davis, as well as the thousands of faculty and staff that work 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 full-size broadsheet, weekly newspaper that is distributed free of charge every Thursday during the academic year.
- The Aggie is available for pick up at more than 30 high-traffic locations on campus and in Davis; including the Memorial Union, UCD bookstore, community centers, dining areas, lecture halls, campus residences, Unitrans hub and multiple downtown businesses. (Full list: https://theaggie.org/print/)
- The Aggie has a growing circulation of 4,000 newspapers each week, and we are adding more copies and sites for increased distribution 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 and active - and frequent social media posts effectively drive readers to our print and online content. Note: We do not offer social media ads or sponsorships.
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 & Suduko puzzles, editorials, unique advertising offers, coupons and more.

**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>11.625” x 2”</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>2.09” x 2.625”</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>2.09” x 5.25”</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>3.875” x 5.25”</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>5.8125” x 5.25”</td>
<td>$185</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>5.8125” x 10.5”</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>11.625” x 5.25”</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>11.625” x 7”</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>5.8125” x 21”</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>11.625” x 10.5”</td>
<td>$650</td>
<td>$620</td>
<td>$585</td>
<td>$550</td>
<td>$525</td>
<td>$475</td>
</tr>
<tr>
<td>Full page</td>
<td>11.625” x 21”</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 back page placement for all but full page ads.

UC Davis Affiliates
All UC Davis affiliates - a campus department, college, club, sorority, fraternity, ASUCD unit, etc. automatically receive the 30x frequency rate.
Discounts for frequency
Discounted Online Summer Rates Available
$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 to bold first 5 words
.50 for ALL CAPS
.50 to add image

Online Ad Sizes & Rates

theaggie.org website 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.

<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 (top - all pages)</td>
<td>728x90</td>
<td>$650/mo</td>
<td>$450/two weeks</td>
</tr>
<tr>
<td>Floorboard Banner 1 (bottom - home - embedded)</td>
<td>728x90</td>
<td>$600/mo</td>
<td>$400/two weeks</td>
</tr>
<tr>
<td>Floorboard Banner 2 (bottom - news - embedded)</td>
<td>728x90</td>
<td>$600/mo</td>
<td>$400/two weeks</td>
</tr>
<tr>
<td>Sidebar Large Vertical Banner (news)</td>
<td>300x600</td>
<td>$500/mo</td>
<td>$350/two weeks</td>
</tr>
<tr>
<td>Medium Tile (home / news)</td>
<td>300x250</td>
<td>$400/mo</td>
<td>$300/two weeks</td>
</tr>
<tr>
<td>Small Tile (home / news)</td>
<td>300x125</td>
<td>$200/mo</td>
<td>$150/two weeks</td>
</tr>
</tbody>
</table>

Discounted Online Summer Rates Available
Contact for availability
admanager@theaggie.org
Ad Services, Policies and Deadlines

Graphic Design Services

- There is no charge for advertising-related graphic design services.
- 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.
- The Aggie does not accept cannabis advertising per campus guidelines.

Credits & Adjustments

- Errors in ads must be reported as soon as possible. Proofed ads must be carefully checked by the 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 4pm the Friday prior to Thursday publication.
- Camera-ready ad deadline is Monday @ 4pm 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 that are made after the 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 2020 - June 2021

<table>
<thead>
<tr>
<th>Month</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>6, 13, 20, 27</td>
</tr>
<tr>
<td>October</td>
<td>1, 8, 15, 22, 29</td>
</tr>
<tr>
<td>November</td>
<td>5, 12, 19</td>
</tr>
<tr>
<td>December</td>
<td>3, 10</td>
</tr>
<tr>
<td>January</td>
<td>7, 14, 21, 28</td>
</tr>
<tr>
<td>February</td>
<td>4, 11, 18, 25</td>
</tr>
<tr>
<td>March</td>
<td>4, 11</td>
</tr>
<tr>
<td>April</td>
<td>1, 8, 15, 22, 29</td>
</tr>
<tr>
<td>May</td>
<td>6, 13, 20, 27</td>
</tr>
<tr>
<td>June</td>
<td>3</td>
</tr>
</tbody>
</table>

### Campus Breaks

- **Thanksgiving Break**: 11/25 - 11/29/20
- **Winter Break**: 12/19/20 - 1/10/21
- **Spring Break**: 3/22 - 3/25/21
- **Commencement**: 6/12 - 6/14/21

### Special Issues

- **Housing Day**: 2/4/21
- **Picnic Day**: 4/15/21
- **Best of Davis**: 5/20/21
- **Welcome to UC Davis - Summer Orientation**: (Distributed all summer - mid-June thru mid-Sept.)