

UC DAVIS

 **THE CALIFORNIA AGGIE**

Media Kit 2021 – 2022

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Address

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Email

admanager@theaggie.org
editor@theaggie.org

Website

<https://theaggie.org>

Phone

Advertising/Business

530-752-9877

Editorial

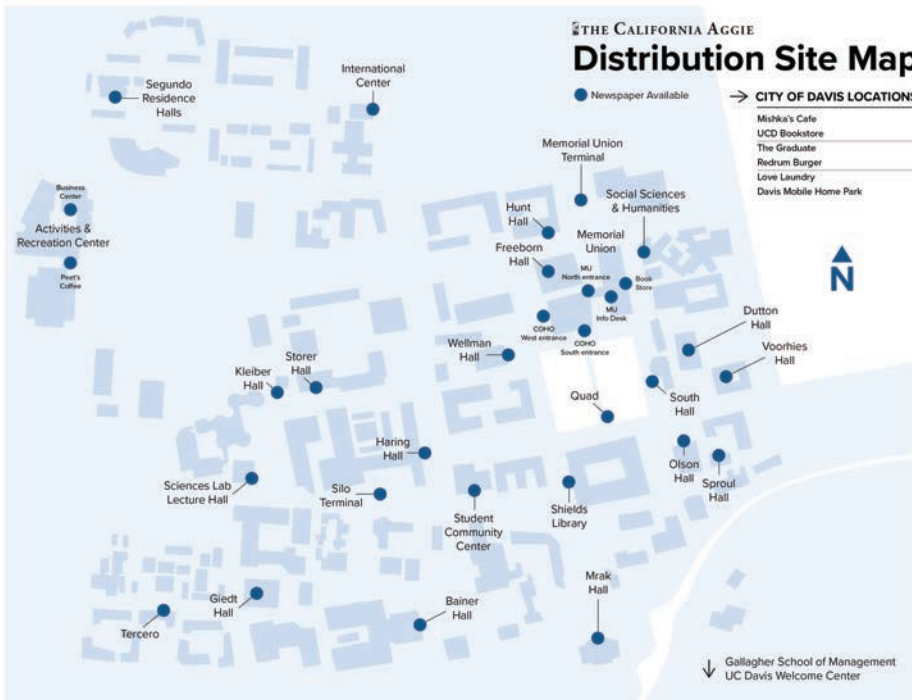
530-752-9887



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 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.



Check www.theaggie.org/print for updates on rack locations!

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>
 Facebook The California Aggie
 Twitter @californiaaggie
 Instagram @thecaliforniaaggie

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.



Facebook
The California Aggie



Twitter
@californiaaggie

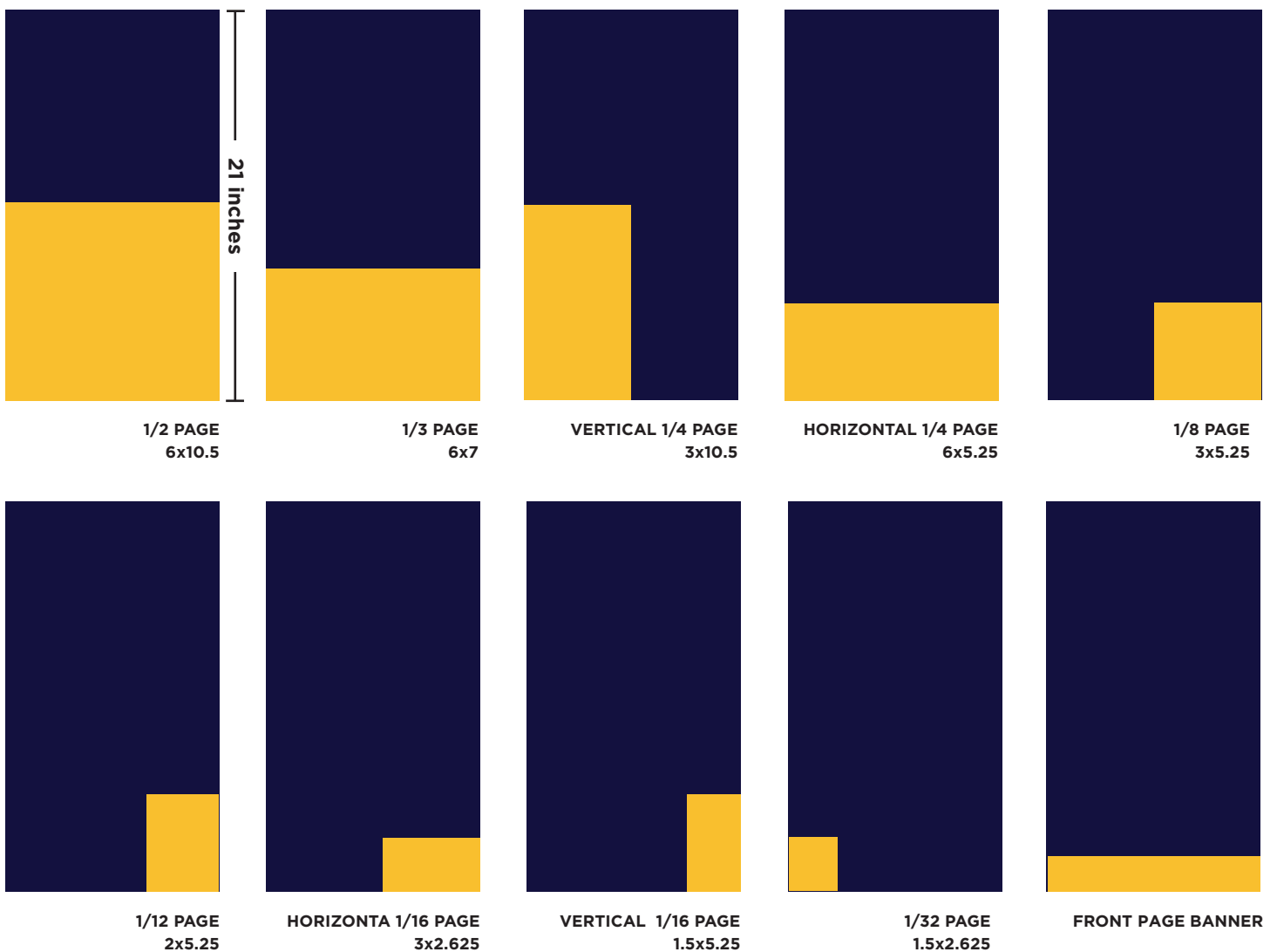


Instagram
@thecaliforniaaggie

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.

— 6 columns —



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

Ad Size (col x “)	Actual	1x	5x	10x	15x	20x	30x
Front pg banner (6 col x 2”)	11.625” x 2”	\$300	\$285	\$270	\$255	\$240	\$210
1/32 pg (1.5 col x 2.625”)	2.09” x 2.625”	\$55	\$50	\$45	\$40	\$35	\$30
1/16 pg (1.5 col x 5.25”)	2.09” x 5.25”	\$100	\$95	\$90	\$85	\$80	\$70
1/12 pg (2 col x 5.25”)	3.875” x 5.25”	\$125	\$120	\$110	\$100	\$95	\$85
1/8 pg (3 col x 5.25”)	5.8125” x 5.25”	\$185	\$190	\$185	\$175	\$165	\$145
1/4 pg vert (3 col x 10.5”)	5.8125” x 10.5”	\$350	\$330	\$315	\$300	\$280	\$245
1/4 pg horz (6 col x 5.25”)	11.625” x 5.25”	\$350	\$330	\$315	\$300	\$280	\$245
1/3 pg (6 col x 7”)	11.625” x 7”	\$455	\$435	\$415	\$400	\$380	\$360
Half page vert (3 col x 21”)	5.8125” x 21”	\$650	\$620	\$585	\$550	\$525	\$475
Half page horz (6 col x 10.5”)	11.625” x 10.5”	\$650	\$620	\$585	\$550	\$525	\$475
Full page	11.625” x 21”	\$1,200	\$1,140	\$1,080	\$1,020	\$960	\$840

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.

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 to bold first 5 words .50 to add image

Discounts for frequency

5% for 5x | 10% for 10x | 20% for 20x | 30% for 30x

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.

Discounted Online Summer Rates Available

Contact for availability
admanager@theaggie.org

Online Ad Sizes	Pixels	1 Mo Rate	2 Week Rate
Leaderboard Banner <i>(top - all pages)</i>	728x90	\$650/mo	\$450/two weeks
Floorboard Banner 1 <i>(bottom - home - embedded)</i>	728x90	\$600/mo	\$400/two weeks
Floorboard Banner 2 <i>(bottom - news - embedded)</i>	728x90	\$600/mo	\$400/two weeks
Sidebar Large Vertical Banner <i>(news)</i>	300x600	\$500/mo	\$350/two weeks
Medium Tile <i>(home / news)</i>	300x250	\$400/mo	\$300/two weeks
Small Tile <i>(home / news)</i>	300x125	\$200/mo	\$150/two weeks



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.
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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.
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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.
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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 2021 - June 2022

September	30
October	7, 14, 21, 28
November	4, 11, 18 (Thanksgiving - no publication 11/25)
December	2 (Finals - no publication 12/9 - 12/30)
January	6, 13, 20, 27
February	3, 10, 17, 24
March	3, 10, 31 (Spring Break - no publication)
April	7, 14, 21, 28
May	5, 12, 19, 26
June	2

July

S	M	T	W	T	F	S
				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

S	M	T	W	T	F	S
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				

September

S	M	T	W	T	F	S
				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

S	M	T	W	T	F	S
					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

S	M	T	W	T	F	S
	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

S	M	T	W	T	F	S
			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	

Campus Breaks

Thanksgiving Break	11/25 - 11/28/21
Winter Break	12/10 - 1/2/22
Spring Break	3/21 - 3/25/22
Spring Commencement	6/10 - 6/12/22

January

S	M	T	W	T	F	S
						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

S	M	T	W	T	F	S
		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

S	M	T	W	T	F	S
		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		

Special Issues

Housing Day	4/22
Orientation	9/16/21
Picnic Day	4/23/22
Best of Davis	5/19/22

April

S	M	T	W	T	F	S
						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					

May

S	M	T	W	T	F	S
	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

S	M	T	W	T	F	S
			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		