

# THE CALIFORNIA AGGIE

## MEDIA KIT 2023–2024

PRINT

ONLINE

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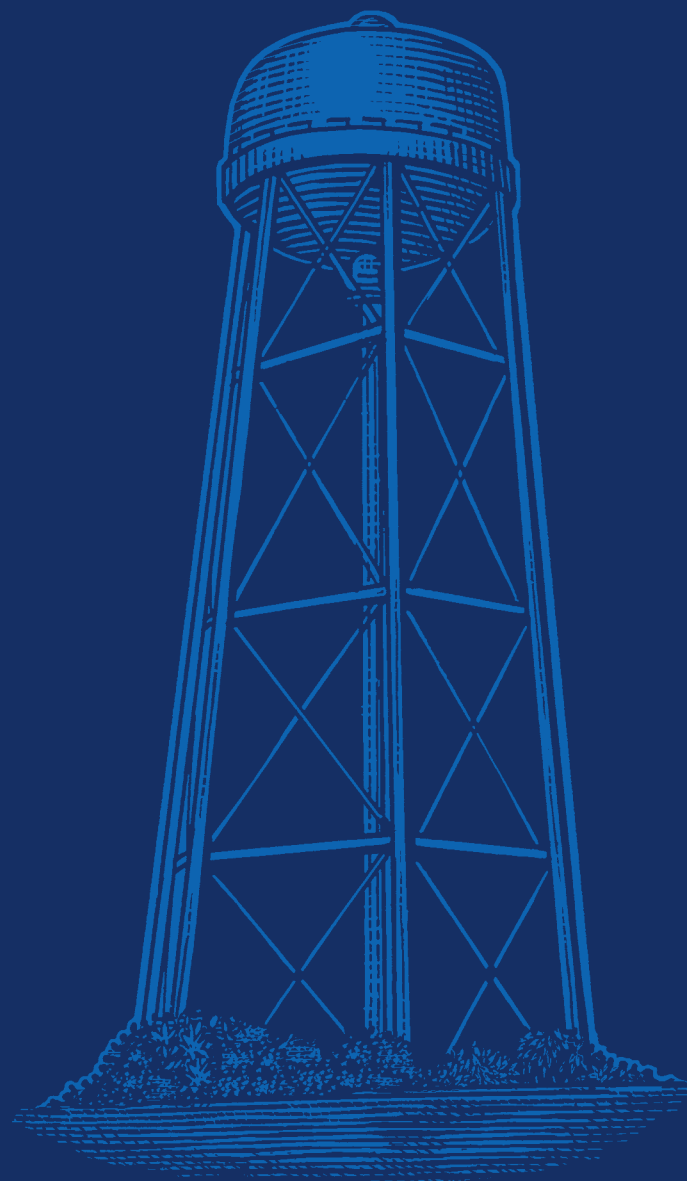
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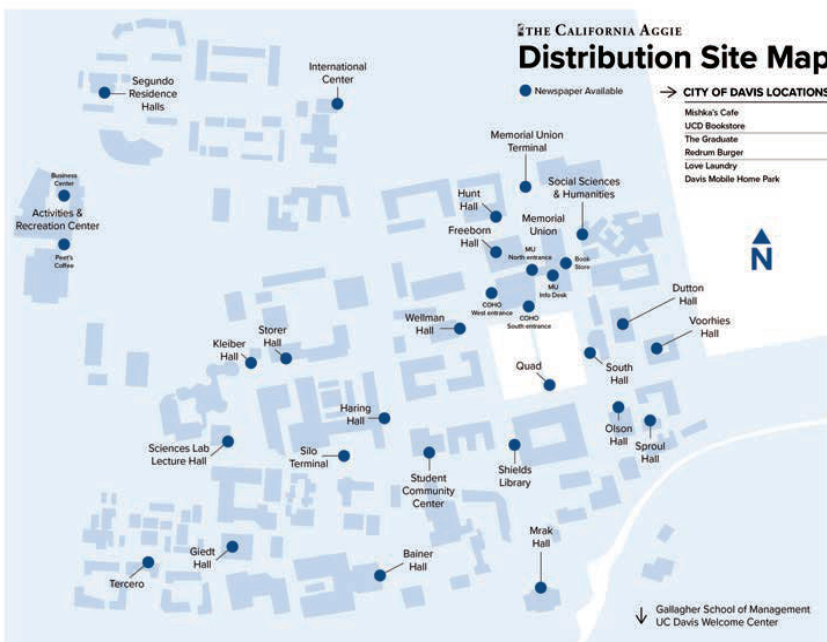
# UC DAVIS

# The California Aggie:

## Your **TOTAL** UC Davis marketing solution.

The ASUCD 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.



## In Print

The California Aggie is a weekly full-size newspaper, published Thursdays throughout the academic year (September-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 California 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.

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## 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, sponsored content or embedded links.



facebook  
the california aggie



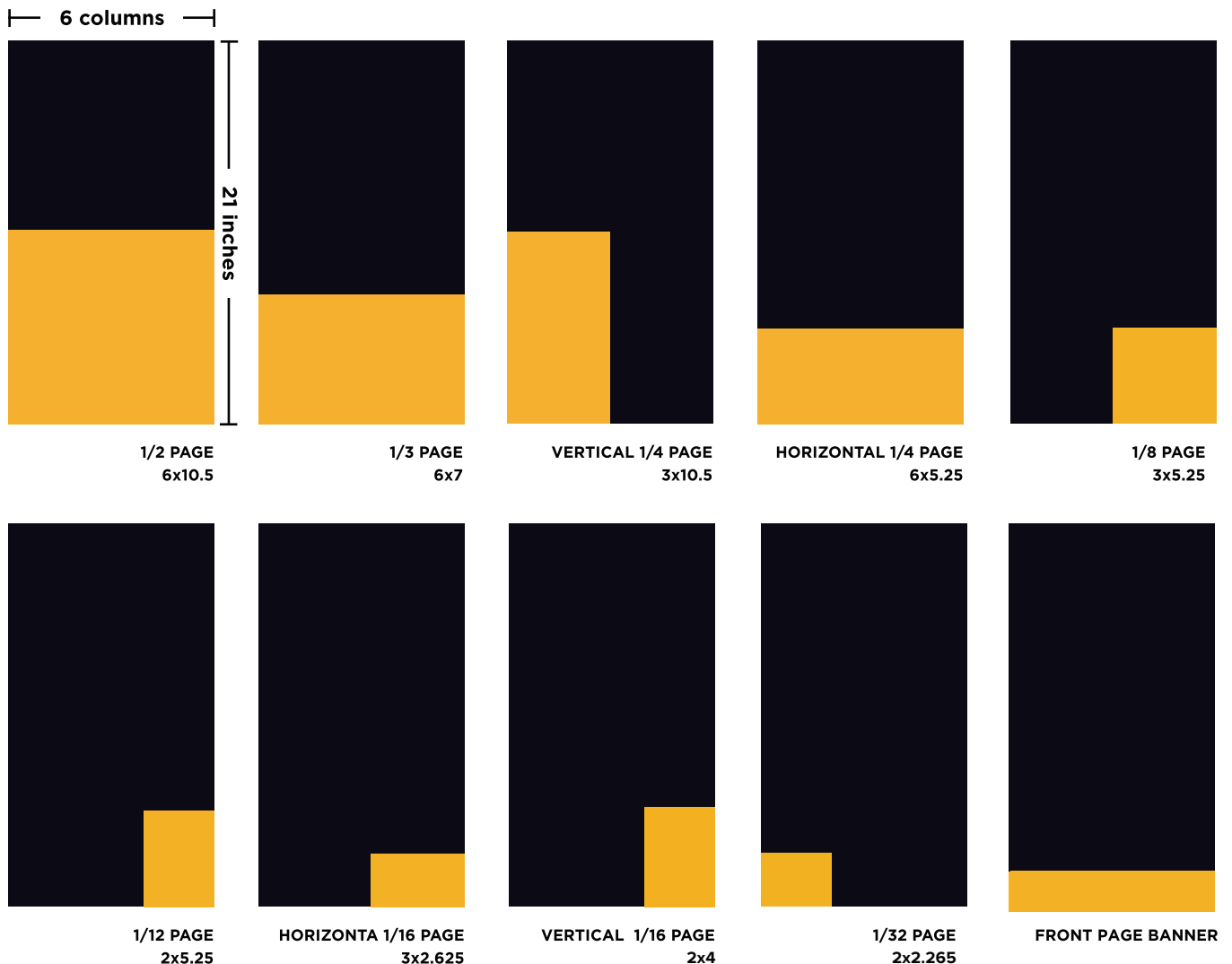
twitter  
@californiaaggie



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.



## 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 & Suduko 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 page banner (6 col x 2")	9.875" x 2"	\$300	\$285	\$270	\$255	\$240	\$210
1 / 32 pg (2 col x 2")	3.292" x 2"	\$55	\$50	\$45	\$40	\$35	\$30
1 / 16 pg (2 col x 4")	3.292" x 4"	\$100	\$95	\$90	\$85	\$80	\$70
1 / 12 pg (2 col x 5.25")	3.292" x 5.25"	\$125	\$120	\$110	\$100	\$95	\$85
1 / 8 pg (3 col x 5.25")	4.9375" x 5.25"	\$195	\$190	\$185	\$175	\$165	\$145
1 / 4 pg vert (3 col x 10.5")	4.9375" x 10.75"	\$350	\$330	\$315	\$300	\$280	\$245
1 / 4 pg horz (6 col x 5.25")	9.875" x 5.25"	\$350	\$330	\$315	\$300	\$280	\$245
1 / 3 pg (6 col x 7")	9.875" x 7"	\$455	\$435	\$415	\$400	\$380	\$360
half page vert (3 col x 25")	5.8125" x 21.5"	\$650	\$620	\$585	\$550	\$525	\$475
half page horz (6 col x 10.5")	9.875" x 10.75"	\$650	\$620	\$585	\$550	\$525	\$475
fullpage (5 col x 21.5")	9.875" 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 FOR SALE classified ads for students!

(must have .edu email)

### Discounts for frequency

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

### Print Classifieds

Cost per 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

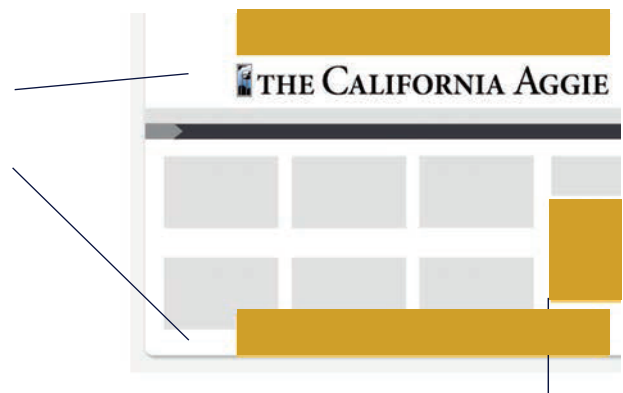
## Online Ad Sizes & Rates

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](mailto:admanager@theaggie.org)

Online Ad Sizes	Pixels	1 Mo Rate	2 Week Rate
leaderboard banner (top - all pages)	728x90	\$650/mo	\$450/two weeks
floorboard banner 1 (bottom - home)	728x90	\$600/mo	\$400/two weeks
floorboard banner 2 (bottom - news)	728x90	\$600/mo	\$400/two weeks
side large vertical banner (news)	300x600	\$500/mo	\$350/two weeks
medium tile (home / news)	300x250	\$400/mo	\$300/two weeks
small tile (home / news)	300x125	\$200/mo	\$150/two weeks



## 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.

## 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 department.
- 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.
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# 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 2023 – June 2024

September	28
October	5, 12, 19, 26,
November	2, 9, 16
(Thanksgiving - no publication 11/23)	
December	7
(Winter break - no publication Dec. 14, 21, 28, Jan 4)	
January	11, 18, 25
February	1, 8, 15, 22, 29
March	7, 14
(Spring break - no publication on March 21, 28)	
April	4, 11, 18, 25
May	2, 9, 16, 23, 30
June	6

## 2023 – 2024

### -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	11/23/23 – 11/24/23
Winter Break	12/15/23 – 1/7/24
Spring Break	3/16/24 – 3/24/24

### -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	29		

### -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

Fall Orientation	9/28/23
Housing Day	TBD, early February
Picnic Day	4/18/24
Best of Davis	5/30/24
Lit Magazine	5/30/24
Aggie Summer Issue	June - September

### -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				

### -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						