The Daily Cal

The Daily Californian is an independent, student-run newspaper covering both the UC Berkeley campus and the city of Berkeley. Established in 1871, The Daily Cal is one of the oldest newspapers on the west coast and one of the oldest college newspapers in the country. With a prominent and active student and community readership, The Daily Cal provides 24/7 news year round.

ASSOCIATED COLLEGIATE PRESS

Online Pacemaker Award

SPJ’S REGIONAL COLLEGE JOURNALISM AWARD

First in:
- All-around Newspaper (2017)
- Editorial Writing
- Online Feature Reporting
- Sports Writing
- Sports Writing (National)

Finalist (2017) in:
- Breaking News Reporting
- Feature Writing
- News Reporting
- Sports Columnists

CALIFORNIA COLLEGE MEDIA ASSOCIATION

Best Feature
Best Editorial
Best Non-Breaking News Story
Best Non-News Video
Best News Video
Best Website
Best Photo Illustration
Best Interactive Graphic
Best Use of Social Media
Best Infographic
University Involvement

STUDENT SPENDING

All data reflects national college student spending. Source: Refuel 2015 annual college explorer

STUDENT SPENDING in billions

$523 total student spending

$203 total discretionary student spending

SOCIAL MEDIA USE AMONG STUDENTS percent that use social media platform once or more per week

FACEBOOK 75%
INSTAGRAM 52%
SNAPCHAT 47%
TWITTER 36%

DISCRETIONARY SPENDING BY CATEGORY in billions

<table>
<thead>
<tr>
<th>Category</th>
<th>Billions</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOOD</td>
<td>$51.8</td>
</tr>
<tr>
<td>TECHNOLOGY</td>
<td>$51.4</td>
</tr>
<tr>
<td>CLOTHING &amp; SHOES</td>
<td>$21.2</td>
</tr>
<tr>
<td>PERSONAL CARE &amp; COSMETICS</td>
<td>$19.5</td>
</tr>
<tr>
<td>ENTERTAINMENT</td>
<td>$12.5</td>
</tr>
</tbody>
</table>

NATIONAL STUDENT SHOPPING HABITS number of store visits per week

approximately once a week or more

approximately twice a month

approximately once a month

GROCERY STORE
QUICK-SERVE RESTAURANT
GYM / FITNESS CENTER
LARGE RETAIL STORE
OFF-CAMPUS STORE
CONVENIENCE STORE
SIT-DOWN RESTAURANT
DRUG STORE
APPAREL / CLOTHING STORE
CAMPUSS STORE
BOOKSTORE
ELECTRONICS STORE
VIDEO GAME SYSTEM STORE
HOME IMPROVEMENT / DIY STORE
HEALTH / NUTRITION STORE

THE DAILY CALIFORNIAN
advertising@dailycal.org (510) 280-2452
Audience

PRINT

10,000
PAPERS DELIVERED EACH DAY
Distributed Monday, Tuesday, Thursday and Friday

COMMUNITY ENGAGEMENT

15.2%
INTERNATIONAL CAL STUDENTS

83.0%
OF STUDENTS WALK TO CAMPUS

25.4%
RESIDENTS WITH AGES BETWEEN 18-24

121,000
RESIDENTS IN BERKELEY
according to 2013 US Census Bureau

60,000
STUDENTS AND FACULTY
according to US Office of the President and UCB head counts

MAP OF DISTRIBUTION LOCATIONS

On Campus
Off Campus
Student Housing
Poster Rack
The ultimate guide for incoming freshmen – filled with tips, important campus information, and a calendar of events for new students.

A compilation of everything our readers need to know about the coming fall semester, from local news to a calendar of upcoming events and concerts both on campus and in the Bay Area.

Everything students need to find the best job and internship out there, complete with guides, interview tips, resources and more.

The go-to resource for advice, tips, Q&As and more to help students explore the study abroad experience.

The issue is jam-packed with football stories, game day content and all things related to welcoming the alumni community back to Berkeley.

This issue offers a glimpse into a few of the most popular restaurants in the city of Berkeley, highlighting some local staples.

With both distractions and resources, this issue gives readers tools to survive midterms, finals, job stress and more.

We prepare students with the best choices of gifts, presents and activities before they head home on holiday.

Chock-full of trivia, mad libs, crosswords and more to add a little life to “Dead Week” and give students a productive way to procrastinate.

Our annual retrospective offers a look back at some of the year’s most memorable headlines and current events.

Advertise in our Gameday issues in the fall, perfect for reaching alumni, students, faculty and all Cal Bears football fans. We hand distribute 5,000 copies at each home game.

This issue offers a glimpse into a few of the most popular restaurants in the city of Berkeley, highlighting some local staples.

With both distractions and resources, this issue gives readers tools to survive midterms, finals, job stress and more.

We prepare students with the best choices of gifts, presents and activities before they head home on holiday.

Chock-full of trivia, mad libs, crosswords and more to add a little life to “Dead Week” and give students a productive way to procrastinate.

Our annual retrospective offers a look back at some of the year’s most memorable headlines and current events.

Hand-distributed issues
NEW YEAR
January 26
An all-inclusive look forward, filled with upcoming events, New Year resolutions, predictions and more to start readers off on the right foot for 2018.

BLACK HISTORY MONTH
February 2
A collection of personal essays and reported stories to celebrate Berkeley’s Black community.

SEX
February 14
An intimate look into Valentine’s Day with student stories, advice columns, restaurant reviews and more to make everyone’s special day unforgettable.

HOUSING SURVIVAL GUIDE
March 2
A definitive guide to all things housing-related, featuring advice columns regarding the off-campus housing search, student reviews and more.

MARCH MADNESS
March 13
Comprehensive coverage and content ranging from star athlete bios to winning team forecasts, featuring the vibrant voices of Daily Cal sports writers.

ADMISSIONS
(online only)
March 22
The inside scoop on all things UC Berkeley, from an overview of residence halls to coursework advice to help admitted students make the big decision.

BEST OF BERKELEY
April 19
A comprehensive list of the best campus and local spots for food, drink, leisure activities and more, as voted by our readers each year.

CAL DAY
April 21
Everything a prospective Golden Bear needs to know about campus – including coursework advice, personal columns and reviews of the best things UC Berkeley has to offer.

WEEKENDER ISSUE
April 27
The Daily Cal’s best Weekender Magazine content from the last year.

COMMENCEMENT
May 3
A retrospective look at students’ days at Cal, featuring farewell words from graduating students, photo essays and more.

Hand-distributed issues
Ad Sizes & Rates

PRINT

Ask for contract rates or custom ad sizes. We can build artwork, free of charge.

Call for print frequency discounts

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>PRINT Prices</th>
<th>B&amp;W Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page 10&quot; x 21&quot;</td>
<td>$2520</td>
<td>$2420</td>
</tr>
<tr>
<td>1/16th page 4.95&quot; x 3&quot;</td>
<td>$198</td>
<td>$173</td>
</tr>
<tr>
<td>1/8th page 4.95&quot; x 5&quot;</td>
<td>$338</td>
<td>$288</td>
</tr>
<tr>
<td>Vertical 1/4th page 4.95&quot; x 10.25&quot;</td>
<td>$640</td>
<td>$590</td>
</tr>
<tr>
<td>Half page 10&quot; x 10.25&quot;</td>
<td>$1281</td>
<td>$1181</td>
</tr>
<tr>
<td>Horizontal 1/4th page 10&quot; x 5&quot;</td>
<td>$626</td>
<td>$576</td>
</tr>
<tr>
<td>1/12th page 4.95&quot; x 4&quot;</td>
<td>$280</td>
<td>$230</td>
</tr>
</tbody>
</table>

**B&B PRICES**

**COLOR PRICES**

**Spadeas**
Pricing starts at $3800 for 4-page spadea.

**Inserts**
Pricing starts at $60 per thousand. (10,000 minimum)

**Top Banner**
10" x 1.5" $750

**Bottom Banner**
10" x 3" $600

**Stickers**
$750

**Poster Racks (17" x 21")**
3 racks for $1000 per month.

**Premium Placement**
15% charge for premium placement of your choice.

**Artwork**
All artwork must be sent via email in PDF format to adservices@dailycal.org. The format should be in CMYK or Grayscale.

**Deadlines**
The deadline for space reservations and copy for display is 3pm, two working days prior to publication, three working days for special issues.

**Cancellations**
Cancellations must be made two business days in advance. Otherwise, the advertiser is still responsible for payment. A $25 late charge may apply to ads received late.
Ad Sizes & Rates

The Daily Californian can track clicks and impressions on most artwork. However, we cannot track click-throughs on interactive and animated ads through Flash. Ads that seek these statistics should use a third-party click-tracker for click-through statistics.

<table>
<thead>
<tr>
<th>Mobile Visualization</th>
<th>Web Visualization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Leaderboard</td>
<td>Mobile Leaderboard</td>
</tr>
<tr>
<td>320 x 50px</td>
<td>970 x 90px</td>
</tr>
<tr>
<td>Front Page Content</td>
<td>Front Page Content</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>Medium Rectangle</td>
</tr>
<tr>
<td>300 x 250px</td>
<td>300 x 250px</td>
</tr>
<tr>
<td>Half Page</td>
<td>Half page</td>
</tr>
<tr>
<td>300 x 600px</td>
<td>300 x 600px</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of Impressions</th>
<th>25,000</th>
<th>50,000</th>
<th>75,000</th>
<th>100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price per number of impressions</td>
<td>$300</td>
<td>$475</td>
<td>$650</td>
<td>$800</td>
</tr>
<tr>
<td></td>
<td>$350</td>
<td>$650</td>
<td>$850</td>
<td>$975</td>
</tr>
<tr>
<td></td>
<td>$250</td>
<td>$450</td>
<td>$600</td>
<td>$700</td>
</tr>
<tr>
<td></td>
<td>$400</td>
<td>$725</td>
<td>$950</td>
<td>$1100</td>
</tr>
</tbody>
</table>

Mobile Leaderboard
Leaderboard
Half Page
Med. Rectangle*

The Daily Californian Online conforms to IAB Guidelines on online artwork.
New Advertising Options

Native Advertising

Call for price quotes and sizing for native or sponsored advertising options.

Homepage Slides
7-day purchase (900 x 580px)
The center of our homepage website always highlights our top five stories of the day. Advertisers can take over one of these slides and place their brand on our homepage. Homepage ads also bypass ad blockers.

Native Ads
A native advertisement is an ad that takes the form of an article. The article is conceived, written and designed by The Daily Californian’s native ad department, with the approval of the advertiser.

Unlike a typical ad, a native ad does not market a business’s own products or services, but rather serves to associate the business’s name with a target mission or audience.

Sponsored Content
Do you have editorial content you would like to associate with a product or service? Sponsored posts are similar in appearance to a typical article, but are marked as sponsored content.

Sponsored content runs online and in print in two sizes.
New Advertising Options

TARGETED ADVERTISING

Our new advertising options offer new and interesting ways to reach your audience.

Social Media Ads
Social media advertisements promote your content using The Daily Californian’s established reader base by posting a short message and link of your choice from our Facebook or Twitter accounts.

Embedded Ads
Looking for more targeted advertising options? Embedded advertisements allow you to bypass ad blockers and associate your brand with specific editorial content.

Leaderboard (480 x 60 px)  Rectangle (240 x 310 px)
$300  $400

Boosted Ads
Boost your ad by a targeted demographic and guarantee reach by age, gender, location and keyword interests.

For $50 you can boost an additional 1K to 3.5K
For $75 you can boost between 5K and 8K
For $120 you can boost between 8.5K to 20K

Newsletter Advertisements
Advertise in our weekly newsletter, The Weekly Californian, for direct-to-mail access to The Daily Cal’s subscribers. With over 2,400 subscribers, this wrap-up of the week’s content is a great way to increase your ad’s reach beyond campus.

970 x 90px
$150

Arts Calendar
Our monthly arts calendar highlights upcoming shows, concerts and events around Berkeley. Published at the start of each month as a single sheet in the paper, the calendar serves as a long-term resource for students, with standard advertising space on the opposite side for those interested in extended exposure with our audience.
# Legals & Classifieds

## Legal Placements

Our newspaper is fully adjudicated in Alameda County since 1977. Legal notices may fulfill city and court requirements. Our staff will follow up with an affidavit sent to both the court and back to you.

<table>
<thead>
<tr>
<th>Type of Legal</th>
<th>Print Rates</th>
<th>Online Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fictitious Business Name Statement</td>
<td>1 per week for 4 weeks $55</td>
<td>$14 for 5 days online</td>
</tr>
<tr>
<td>Notice of Petition to Administer Estate</td>
<td>3 times in 7 days $300</td>
<td>Call the office for instructions</td>
</tr>
<tr>
<td>Bulk sale, 1 run, Name Change</td>
<td>1 per week for 4 weeks $99</td>
<td>or visit dailycal.org/classifieds</td>
</tr>
<tr>
<td>Alcohol License</td>
<td>1 per week for 3 weeks $55</td>
<td></td>
</tr>
<tr>
<td>Alcohol Owner Change</td>
<td>1 run $75</td>
<td></td>
</tr>
<tr>
<td>Other Type of Legal</td>
<td>ci $12 $16.80</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Local/ci National/ci</td>
<td></td>
</tr>
</tbody>
</table>

## Classified Advertising

**PRINT RATE SHEET**
- $14 for 20 words or less
- 50¢ for each additional word

**ONLINE RATES**
- $25 for 5 days online
- Call the office for instructions
- or visit dailycal.org/classifieds

**CLASSIFIEDS DISCOUNTS**
- 14% off for 4-15 publications
- 21% off for 16-60 publications

**ADDITIONAL FEATURES**
- All Capitals $2 per day
- Bold Around Ads $2 per day
- Bold First Five Words $2 per day