

# THE DAILY CALIFORNIAN

P.O. Box 1949 • Berkeley, CA 94702 • (510) 548-8300  
 fax: (510) 849-2803 • email: ads@dailycal.org

## MARKETPLACE RATES

Put the power of the only full campus distribution newspaper to work for you!

The Daily Californian reaches an estimated 42,000 readers per day.

We target distribution for maximum pickup and readership.

The Daily Californian covers campus, city and community news relevant to the thriving campus and greater Berkeley area.

1x	5x (5%)	10x (10%)	15x (15%)	20x (20%)
\$25/PCI	\$23.75/PCI	\$22.50/PCI	\$21.25/PCI	\$20/PCI

The Marketplace provides advertisers the opportunity to appear in both print and online media. Online Marketplace ads will run on our website, [www.dailycal.org](http://www.dailycal.org). Our website has a Google ranking of 8!

### MARKETPLACE PICK-UP RATES

Make your advertising strategy more effective! Sign a contract to run display ads and receive a special Marketplace rate!

Contract	Deal
48x print contract.....	7 consecutive days of FREE online-only Marketplace ads
24x print contract.....	Only \$25 for 7 consecutive days for online-only Marketplace ads (must pre-pay)
Purchase a print display ad.....	Upgrade to online Marketplace ads for only \$10/day!

Marketplace online ads must run the same week you run display ads. Pre-payment is required three days prior to the insertion date for online Marketplace ads.

### DEADLINE

The deadline for space reservations and copy for display is 3pm, three working days prior to publication. Cancellations not received in writing by deadline are billed at 50% of gross rate. These charges are not commissionable. A 5% late charge for artwork may apply to material received after deadline.

### PRODUCTION GUIDELINES

**In general, be sure to:**

1. Embed fonts.
2. Convert true type fonts to outline form.
3. Flatten images
4. Distill ads to PDF or assemble as EPS.
5. Avoid JPEG formats as they reproduce poorly.
6. Set photographic image resolution to 300 dpi.

### ARTWORK

All artwork must be sent via email in .pdf format (Adobe Acrobat) to [adservices@dailycal.org](mailto:adservices@dailycal.org) w/fonts embedded and image flattened.

NOTICE: All rates in this rate sheet are net (non-commissionable).

### AD DIMENSIONS

Advertisements must fit within column width and are priced per column inch. "Camera ready" ads must fit the dimensions exactly.

Column Width	Inches
1 column.....	1 7/8"