

The Cornell Daily Sun

INDEPENDENT SINCE 1880

Founded in 1880, The Cornell Daily Sun is one of the nation's oldest fully independent daily college newspapers. The newspaper serves the Cornell campus and its surrounding community in Ithaca, New York. The Sun appears Monday through Friday during the academic year, with special Graduation, Reunion and Freshman issues.

The Sun is standard tabloid size, with pages five columns wide and 16 inches high. The average issue is 28 pages, with larger issues falling on Mondays, Thursdays and Fridays. A weekly magazine called Red Letter Daze appears in each Friday issue.



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Introduction

About Cornell

About Cornell

Cornell University is an Ivy League institution founded in 1865. It is composed of seven undergraduate colleges and four graduate and professional colleges on the Ithaca campus.

Total Ithaca Faculty	1,550
Total Ithaca Staff	7,063
Total Undergraduate	13,725
Total Graduate/Professional (Ithaca)	5,850
Total Cornell Market	28,188

Quick Facts

More than 57% of students read The Sun at least 2 times per week.

More than 66% of readers indicated that advertising in The Sun prompted them to make a purchase.

55% of students use The Sun as their primary source for finding apartments.

More than 80% of students have a credit card with an average credit limit of \$5909.

** Statistics garnered from a survey conducted by The Cornell Daily Sun.*

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Our Rate Structure

Rates are based on the column inch. One column inch is a space one column wide and one inch tall. So price = # of columns wide x # of inches high x column inch rate.

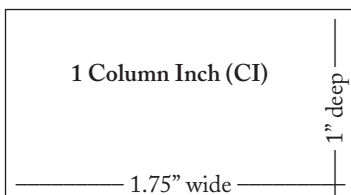
General Rate: \$8.35 per column inch

National Rate: \$14.00 per column inch

Ad Sizing

Pages are 5 columns wide. Each column is 1.75 inches wide. Columns are 16 inches tall. There is a .25 inch gutter space between columns.

Columns	Inches
1	1.75"
2	3.75"
3	5.75"
4	7.75"
5	9.75"



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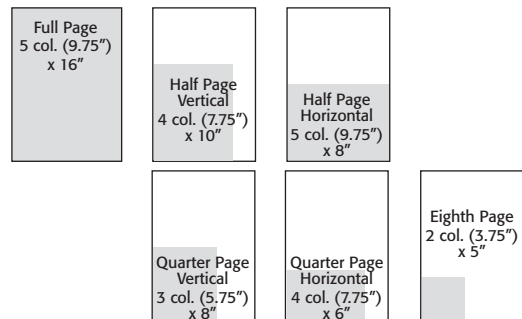
Display Advertising

Display Advertising

Common Sizes

Full Page	\$647.96 (3% discount)
9.75" x 16" = 5 col. x 16" = 80 CI	
Vertical Half Page	\$327.32 (2% discount)
7.75" x 10" = 4 col. x 10" = 40 CI	
Horizontal Half Page	\$327.32 (2% discount)
9.75" x 8" = 5 col. x 8" = 40 CI	
Vertical Quarter Page	\$200.40
5.75" x 8" = 3 col. x 8" = 24 CI	
Horizontal Quarter Page	\$200.40
7.75" x 6" = 4 col. x 6" = 24 CI	
Eighth Page	\$83.50
3.75" x 5" = 2 col. x 5" = 10 CI	

(CI = column inches)



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Contracted Rates

Weekly Contracts – These discounted rates are offered to local advertisers willing to make an advance commitment to run a minimum number of column inches of advertising each week of publication for the life of the contract. Any number of ads of any size may be placed by the advertiser, so long as the minimum weekly requirement is met.

One Term: 2 col. inches/week or more – \$7.15/col. inch
7 col. inches/week or more – \$6.85/col. inch
15 col. inches/week or more – \$6.75/col. inch
24 col. inches/week or more – \$6.60/col. inch

One Year: 2 col. inches/week or more – \$6.75/col. inch
7 col. inches/week or more – \$6.65/col. inch
15 col. inches/week or more – \$6.50/col. inch
24 col. inches/week or more – \$6.45/col. inch

Open Contracts – These discounted rates are offered to advertisers willing to make an advance commitment to run a minimum number of column inches during the publication year. Any number of ads of any size may be placed by the advertiser, so long as the quota is met by the end of the year.

Local Open Contracts

6,000 col. inches – \$6.00	1,000 col. inches – \$6.55
4,000 col. inches – \$6.10	750 col. inches – \$6.60
3,000 col. inches – \$6.20	500 col. inches – \$6.70
2,000 col. inches – \$6.45	300 col. inches – \$6.75
1,500 col. inches – \$6.50	

National Open Contracts

2,500 col. inches – \$12.00 1,000 col. inches – \$13.00

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— Display Advertising —

— Display Advertising —

Comic Page Rate

Advertisements may be placed on The Sun's comic page. Advertisements on this page can be either 4 columns by 2 inches, 4 columns by 4 inches, 1 column by 8 inches, or 1 column by 16 inches.

General Comic Page Rate: \$9.20 per column inch.

Sudoku Banner (per day): \$60.00

Contracted Rates are available. Please contact The Cornell Daily Sun Advertising Department for more information.

Color Advertising

The Sun charges an additional surcharge on advertisements with color.

1 Color plus Black: \$150.00

Process Color: \$300.00

Reservation and Copy Deadlines Cancellation Policy

Advertising copy must be received by The Sun by 3 p.m. two business days before publication. If a proof is desired, copy must be received by The Sun by 3 p.m. three business days before publication. Add one business day to these deadlines for advertisements of more than one page or if the advertisement requires extraordinarily complex composition. Page and position requests are accepted but are **not** guaranteed (except comic page advertisements). Any cancellation must be received two business days prior to publication.

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Circulation

The Sun's estimated daily readership is 16,000. Each regular issue of the Sun is delivered in the morning to newsstands around the area. The Sun is available at 40 locations: on campus, just off campus, in the Ithaca area and at our downtown office, 139 West State Street.

The Sun is distributed for free on campus and in Ithaca. See the following pages for a map of Cornell and a list of 35 on-campus locations where you can find a copy of The Cornell Daily Sun.

Call The Sun's office at 607-273-3606 for more information about subscriptions.

Insert Rates

Inserts must be prepared by the advertiser and given to the Corning Leader (clearly labeled for The Sun) at least one full week before publication. The Sun will accept a maximum of 5,000 inserts; rates are per 1,000 inserts. A minimum commitment of one semester is needed to receive frequency discounts.

General Rate \$140.00 Bi-Weekly Rate ... \$115.00
Monthly Rate \$120.00 Weekly Rate \$100.00

Inserts must be reserved with the Advertising Manager or the Office Manager at least 2 weeks before publication. The cancellation deadline for inserts is four days before publication. Inserts may not count toward fulfilling contracts. Inserts must be prepaid.

Inserts should be mailed to:

The Corning Leader / Attn: Mailroom
34 W. Pulteney Street / Corning, NY 14830

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— Circulation —
— Inserts —

— Classified Advertising —

Standard Rate

\$3.50 for first 15 words, 33¢ per day per word thereafter.
5 or more consecutive insertions: \$3.25 for first 15 words, 31¢ per day per word thereafter.

Commercial Rate

\$5.30 for first 15 words, 34¢ per day per word thereafter.
5 or more consecutive insertions: \$5.10 for first 15 words, 32¢ per day per word thereafter.

Monthly Rates

5% off of "5 or more consecutive insertion rate" plus the "per word thereafter" rate.

Monthly rates consist of 30 consecutive insertions. All monthly ads must be paid in advance. Changes cannot be made on monthly advertising.

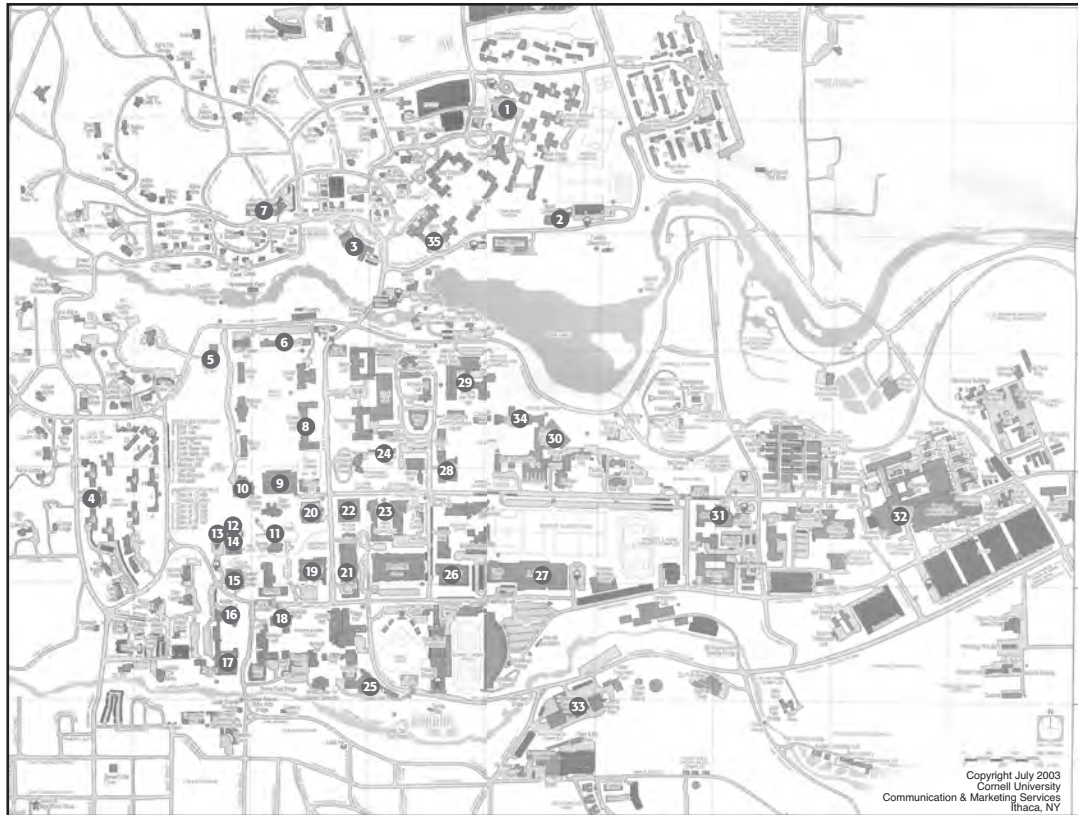
The Sun is responsible for only one day make-good on all ads. Deadline: 3:30 p.m. the day before publication, except deadline for Monday is 3:30 p.m. Friday.

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[See pages 8-9 (below) for a map of campus distribution locations.]

CAMPUS DISTRIBUTION LOCATIONS

1. RPCC
2. Appel
3. Risley
4. Noyes
5. Johnson Museum
6. Sibley
7. Admissions Office
8. Goldwin Smith
9. Olin Library/Café
10. Uris Library/Café
11. Cornell Store
12. Ivy Room (WSH)
13. Okenshields (WSH)
14. WSH Lobby
15. Gannett
16. Anabel Taylor
17. Myron Taylor/Hughes
18. Carpenter Hall
19. Sage Hall (JGSM)
20. Day Hall
21. Statler Hall
22. Uris Hall
23. Ives Hall (ILR)
24. Big Red Barn
25. Rhodes Hall
26. Teagle Hall
27. Bartels Hall
28. Kennedy (Trillium)
29. MVR (Hum Ec)
30. Mann Library
31. Dairy Bar
32. Vet Center
33. Humphreys Serv. Bldg.
34. Alfalfa Room
35. Tatkon Center



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General Regulations

Copy and Contract Regulations

- Weekly contracted advertisers are asked to choose a specific day(s) for ads to run each week, but that may be changed during the contract term if necessary. However, ads must be inserted regularly every week to retain the contracted rate.
- National advertisers are not eligible for weekly contracts.
- Open contracts may be fulfilled in Senior and Freshman Issues.
- Advertisers who fail to fulfill contractual obligations will be subject to short rating.
- No copy is accepted over the telephone.
- Advertisers must use their contract space principally for the purpose of advertising the business for which the contract was made.
- 2009-2010 contracted advertisers may advertise in the Senior and Freshman Issues at their contracted rate. However, a higher transient rate may apply.

Payment Regulations

- The Sun reserves the right to request payment before publication. All out-of-town advertising must be paid for in advance unless credit is already established.
- Open account payments are due within 30 days of billing date. An interest charge of 1.5% per month will be assessed on all overdue accounts.

Special Cases

- All advertising is subject to the approval of the Business Manager. The Sun reserves the right to refuse any advertising or limit the advertising content of any issue.
- Substantiation or proof of claims made in advertisements must be supplied upon request of The Sun.
- No conditions, printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with The Sun's policies will be binding on The Sun.
- In consideration of the acceptance of any advertisement the advertiser and the agency must in respect to the contents of the advertisement indemnify and save The Sun harmless against any expense arising from claims or actions against The Sun because of the publication of the contents of the advertisement.

Mechanical Requirements

- The minimum display advertising space accepted is two column inches.
- All advertisements must be at least as many inches high as columns wide (except comic page ads).
- The only height accepted over 13 inches, is 16 inches.
- All advertisements smaller than a full page must have a distinct edge or border on top and bottom at least.
- All graphics submitted for use in advertisements must be black on white and of camera ready quality.
- Normal graphic design and typesetting work for Sun advertising will be provided at no charge. However, excessive work on an ad will require payment of an additional composition charge.
- Advertisements must be complete (except normal composition) when received by The Sun. No part of the contents of the advertisement can be returned or released prior to the date of publication.
- Advertiser bears the responsibility of providing digital artwork in a format acceptable to The Sun. PDF format is preferred. Contact The Sun office for more information.

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— Policies —

— Online Advertising —

CornellSun.com

The Cornell Daily Sun's home on the web is a budding arena for advertising. With over 6,000 unique views a day – on our homepage alone – and growing, our site attracts students from our Ithaca, New York City, and Qatar campuses as well as our large network of alumni from across the nation and around the world. It also reaches into the homes of Cornell parents and the offices of major corporations.

CornellSun.com provides readers with all of the coverage available in the print edition and much more, including blogs, photo slideshows, and videos. Updated daily, our website keeps readers in touch with happenings around campus even when the print edition is off-publication. Subscribers to our E-mail edition can also read about the day's headlines and link directly to our site. We are working to expand, develop, and improve our internet presence every day. A large part of that initiative is our site's ability to help promote and market your business or organization through our unique and expanding network.

Placing an Online Ad

Submit the ad art in GIF, JPEG, PNG, or TIFF formats either on disk or via e-mail to:

onlineadvertising@cornellsun.com

or provide an online address where the art is available. Also, provide the URL of the page you want linked to your ad.

Three-piece animation is acceptable, but no audio or video content, please. No flash, please.

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Rates and Information

BANNER ADS — Graphic images hosted on **CornellSun.com** linking to your site. Ads are automatically rotated among spots of the same size on all pages of the website. Banner ads are priced by impressions — the number of times each ad is displayed online, and each ad is sold in increments of 10,000 impressions with a minimum purchase of 20,000 impressions. We offer a variety of size options:

Type	Size in Pixels	Placement	Cost per Mille	Cost per 10,000 impressions
Large Rectangle	336 x 280	Front Page	\$20.00	\$200.00
Med. Rectangle	300 x 250	Article Pages	\$15.00	\$150.00
Skyscraper	120 x 600	Section Pages	\$12.00	\$120.00
Full Banner	468 x 60	Front & Article Pages	\$10.00	\$100.00
Button	120 x 90	Section Pages	\$5.00	\$50.00

* Volume Discount: FREE additional 10,000 impressions w/ purchase of 50,000.

***Bundle Discount: 50% OFF Button ad (120 x 90) w/ purchase of 3 or more Print ads.

TEXT LINK ADS — Ad header + ad description displayed on **CornellSun.com** linking to your site. Text link ads appear at the bottom of every page and automatically rotate. Each ad consists of an Ad Header (5 word max) and an Ad Description (10 word max). In addition to being displayed on our site, text link ads will also be included in our daily E-mail edition — with over 2,500 subscribers.

TEXT LINK RATES	
1 Month	\$150.00
6 Months	\$750.00 (or \$125/month)
12 Months	\$1,200.00 (or \$100/month)

* Volume Discount: Deduct 10% for 2 or more Text Link ads ordered together.

ONLINE CLASSIFIEDS — **CornellSun.com** dedicates an entire page to classified ads. Our classifieds are easy to browse by category and even easier to place through our site via PayPal.

ONLINE CLASSIFIED RATES — PER WEEK				
	1 week	2 weeks	3 weeks	4 weeks
150 characters	\$25.00	\$23.50	\$22.00	\$20.00
300 characters	\$27.00	\$25.50	\$24.00	\$22.00
450 characters	\$30.00	\$28.50	\$27.00	\$25.00
600 characters	\$33.00	\$31.50	\$30.00	\$28.00

*Bold Text: add \$4/week *Attach 1 image: add \$4/week

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Online Advertising

Publication Schedule

August 2009							January 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
*	*	*	*	*	*	*	*	*	*	*	*	*	*
*	*	*	*	*	*	*	*	*	*	*	*	*	*
*	*	*	*	*	*	*	*	*	*	*	21	22	*
* 24	25	26	27	28	*	*	* 25	26	27	28	29	*	*
* 31													

September 2009							February 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	*	1	2	3	4	5	*	*
*	*	8	9	10	11	*	* 8	9	10	11	12	*	*
* 14	15	16	17	18	*	*	* 15	16	17	18	19	*	*
* 21	22	23	24	25	*	*	* 22	23	24	25	26	*	*
* 28	29	30											

October 2009							March 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	*	1	2	3	4	5	*	*
*	5	6	7	8	9	*	* 8	9	10	11	12	*	*
*	*	*	14	15	16	*	* 15	16	17	18	19	*	*
* 19	20	21	22	23	*	*	* * * * * * * * * *						
* 26	27	28	29	30	*	*	* 29	30	31				

November 2009							April 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
* 2	3	4	5	6	*	*					1	2	*
* 9	10	11	12	13	*	*	* 5	6	7	8	9	*	*
* 16	17	18	19	20	*	*	* 12	13	14	15	16	*	*
* 23	24	*	*	*	*	*	* 19	20	21	22	23	*	*
* 30							* 26	27	28	29	30		

December 2009							May 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	*							
*	*	*	*	*	*	*	* 3	4	5	6	7	*	*
*	*	*	*	*	*	*	* * * * * * * * * *						
*	*	*	*	*	*	*	* * * * * * * * * *						
*	*	*	*	*	*	*	* * * * * 26 * * * *						

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Publication Schedule

2009-2010 Special Issues Schedule

Career Fair Supplement

Publication Date: Monday, September 14
Final Deadline: Wednesday, September 9

Homecoming Wrap

Publication Date: Friday, October 16
Final Deadline: Friday, October 9

Parents Weekend Supplement

Publication Date: Friday, October 30
Final Deadline: Tuesday, October 27

Holiday Gift Guide

Publication Date: Wednesday, December 2
Final Deadline: Tuesday, November 24

Valentine's Day Supplement

Publication Date: Friday, February 5
Final Deadline: Tuesday, February 2

Cornell Days Supplement

will be published in early April. Call The Cornell Daily Sun for more information.

Graduation Issue

Publication Date: Wednesday, May 26
Final Deadline: Friday, May 7

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Special Issues

Contact Information

139 West State Street
Ithaca, New York 14850
(607) 273-3606 | phone (607) 273-0746 | fax
business@cornellsun.com | e-mail
advertising@cornellsun.com
marketing@cornellsun.com
Send insertion orders and PDF-formatted ad copy to: advertising@cornellsun.com
For billing inquiries contact: sbishop@cornellsun.com

Our People

Graeme Bailey <i>President</i>	Ilea Malaney '11 <i>Advertising Manager</i>
Amanda Shaw <i>Vice-President</i>	Holly Lau '11 <i>Assistant Advertising Manager</i>
Emily Cohn '10 <i>Editor in Chief & Secretary</i>	Daniel Baicker '11 <i>Marketing Manager</i>
Lindsay Bass '10 <i>Business Manager & Treasurer</i>	Amy Chan '10 <i>Online Advertising Manager</i>
Susan Bishop <i>Office Manager</i>	Amy Wilson <i>Classified Advertising/Circulation</i>

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Contact Information