



THE DAILY EGYPTIAN  
**DE**  
EST. 1916  
SOUTHERN ILLINOIS UNIVERSITY CARBONDALE

ADVERTISING MEDIA KIT  
2023- 2024



## About the Daily Egyptian

The Daily Egyptian is a student-run news organization that has been serving the SIUC and local communities since 1916. We are comprised of 40 student workers and 3 professional staff members. We distribute 7,000 printed copies across campus and throughout surrounding communities every Wednesday, making us the second largest circulated newspaper in Southern Illinois and the largest college newspaper in the state. The official mascot of the Daily Egyptian is Gus Bode, who made his first appearance in 1956. Gus appears from time to time, sharing his opinions about current events.



## Contact Us

**Makena Masterson** Advertising Chief  
Office (618) 536-3399 Cell (770) 200-2200  
[mmasterson@dailyegyptian.com](mailto:mmasterson@dailyegyptian.com)

**Blaine Burkett** Assistant Ad Chief  
Office (618)453-8453 Cell (708) 692-6428  
[bburkett@dailyegyptian.com](mailto:bburkett@dailyegyptian.com)

**Cole Daily** Editor in Chief  
Office (618)536-3397 Cell (309)696-8875  
[cdaily@dailyegyptian.com](mailto:cdaily@dailyegyptian.com)

**Jessica Guthrie** Business Manager  
Office (618)536-3397  
[jguthrie@dailyegyptian.com](mailto:jguthrie@dailyegyptian.com)

**Annie Hammock** Faculty Managing Editor  
Office (770) 655-6246  
[ahammock@dailyegyptian.com](mailto:ahammock@dailyegyptian.com)



## Why advertise in the DE?

The Daily Egyptian is a great platform to advertise your business. We cater to locals, students, and the SIUC faculty and staff. The Daily Egyptian is a Journalism learning lab for SIUC students.



**14,000+** STUDENTS



**5,800+** EMPLOYEES



**7,000+** DISTRIBUTION



**15,000+** FOLLOWERS



**90,000+** WEBSITE VIEWS



**270+** LOCAL NEWS RACK LOCATIONS



**1916** ESTABLISHED



# Publication Calendar 2023

The Daily Egyptian publishes 16 Wednesdays each semester.

 Publication

- August 23rd - Back to Campus
- October 18th- Homecoming Edition
- October 25th- Halloween Edition
- November 22nd- No Publication - Thanksgiving Break
- December 13th- Last Publication of Semester

AUGUST						
S	M	T	W	T	F	S
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	27	30				

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
3	4	5	6	7	8	9
10	11	12	13	14	15	16



REV 9/11/23



# Publication Calendar 2024

The Daily Egyptian publishes 16 Wednesdays each semester.

 Publication

- February 7th- Black History Edition
- March 6th- Women’s History Month Edition
- March 13th- No Publication- Spring Break
- April 3rd- Eclipse Edition
- April 24th - Housing Edition
- May 1st- Mental Health
- May 8th - Last Publication of Semester

JANUARY						
S	M	T	W	T	F	S
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						

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





### Standard Print Rates & Sizes

Size	FC/BW
Full Page	\$625 / \$575
Half Page	\$425 / \$350
Quarter Page	\$225 / \$180
Eighth Page	\$125 / \$100
1/16th Page	\$70 / \$55
Banner	\$100 / \$75
Backpage	\$800 / \$650



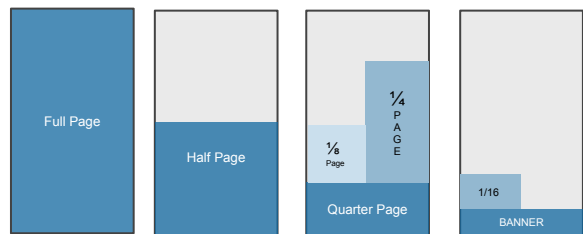
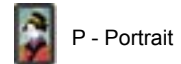
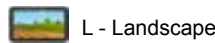
### Online Advertising [www.dailyegyptian.com](http://www.dailyegyptian.com)

<b>Story</b> 1501 x 626 \$80	<b>Widget</b> 250 x 300 \$50
<b>Banner</b> 1501 x 186 \$100	



### Dimensions in inches

AD	Width	Height
Full Page	9 ¾"	15"
Banner	9 ¾"	2"
Half - L	9 ¾"	7.25"
Half - P	4.875"	15"
Quarter - P	4.875"	7.25"
Quarter - L	7.25"	4.875"
Eighth - P	4.875"	3.5"
1/16th	2.5"	3.5"



REV 9/11/23



## Special Rate Pricing

### Design:

Artwork is due Monday before publication at noon DE Design: Our graphic designers can create your advertisement for \$30 fee. Design request submitted two Tuesdays before publication.

### Placement:

We fulfill placement requests for a 15% placement fee. EX: inside cover, center, inside back cover, etc.

### Frequency:

Full year/32 weeks: 35% off  
Full semester/16 weeks: 25% off  
Half semester/8 weeks: 15% off  
Quarter semester/4 weeks: 10% off

### Multi-Platform Packages:

We offer various multi-platform packages including our website, print, and social media. Please inquire about these rates by emailing [hcombs@dailyegyptian.com](mailto:hcombs@dailyegyptian.com).



## Payment Methods

- Cash is accepted in our office @ 1100 Lincoln Drive, Carbondale, IL 62959
- Credit card payments can be made over the phone @ (618) 536-3305
- Personal Checks should be mailed to 1100 Lincoln Drive, Carbondale, IL 62959, Attn: Daily Egyptian



## Credit Policies

- Accounts holding a past due amount of over 90 days or more must pre-pay for the next advertisement.
- Accounts overdue by 180 days will be turned over to third-party collections.



## Acceptance Policies

- The Student Ad Chief makes the final decisions concerning acceptability of all advertising.
- The Daily Egyptian reserves the right to reject advertising that it considers objectionable. Commercial advertising that discriminates on the basis of race, creed, color, handicap, age, gender, or sexual orientation will not be accepted.
- Make-goods or credit adjustments will be made when errors occur in advertising that are the responsibility of the Daily Egyptian.
- It is the responsibility of the advertiser to notify the Daily Egyptian of errors. Allowances will be made only for errors that will materially affect an ad's value. The Daily Egyptian will only be responsible for the incorrect insertion of an ad if we are not notified of the error.
- We will not knowingly accept advertising determined to be illegal. Advertisements for products, services or promotions that are illegal in Illinois will be rejected.



REV 9/11/23



## ADVERTISING AGREEMENT 2023-2024

**Business:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**City, State and Zip Code:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Telephone:** \_\_\_\_\_

### Ad Size (Please check one)

- Full Page \$\_\_\_\_\_/issue
- Back Page  
\$\_\_\_\_\_/issue
- Front Page Banner  
\$\_\_\_\_\_/issue
- Half Page \$\_\_\_\_\_/issue
- Quarter Page \$\_\_\_\_\_/issue
- 1/8 Page \$\_\_\_\_\_/issue
- 1/16 Page \$\_\_\_\_\_/issue

### Online Advertising

- Story \_\_\_\_/week
- Widget \_\_\_\_/week
- Banner \_\_\_\_/week
- Newsletter \_\_\_\_/issue

### Social Media Advertising

- IG/FB Story \_\_\_\_/24hrs
- IG Post Ad \_\_\_\_/post
- FB Post Sponsor \_\_\_\_/post

### Contract Terms: (Please check one)

- Run my ad every issue  
(32 issues total) 35% discount
- Run my ad for the semester  
(16 issues total) 25% discount
- Run my ad for half a semester  
(8 issues total) 15% discount
- Run my ad for a month  
(4 issues total) 10% discount
- Run my ad once

Our design team can create your ad for you for \$30.

- I will submit my own ad artwork by the Friday before publication
- I would like the DE design staff to create my ad (\$30 per ad design)

### Payment Terms:

- Full Year paid in advance  
(32 issues total) 5% discount
- Full Semester paid in advance  
(16 issues total) 2% discount
- Bill me monthly
- Check made out to *The Daily Egyptian*
- Cash paid at our offices
- Credit Card payments over the phone: (618) 536-3305

See Media Kit for additional terms and policies.

--	--	--

***The Daily Egyptian* Newspaper Advertising Guidelines:**

- **All ad copy must be submitted by Noon the Monday before the issue prints.**
- The same ad will run in each issue unless we receive changes by the deadline listed above.
- If you select "Bill me monthly," you agree to pay within 30 days of the date on the invoice.
- *The Daily Egyptian* is not responsible for errors or omission in ad copy submitted by you. If we cause an error or omission, we agree to give you one free ad in the next issue.
- *The Daily Egyptian* is not responsible for any losses associated with advertising.

**Name (print):** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_