



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

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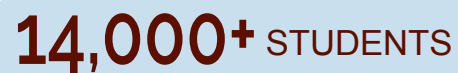
Vacant Business Manager
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Alee Quick Faculty Managing Editor
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Why advertise in the DE?

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



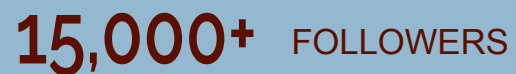
14,000+ STUDENTS



5,800+ EMPLOYEES



7,000+ DISTRIBUTION



15,000+ FOLLOWERS



90,000+ WEBSITE VIEWS



270+ LOCAL NEWS RACK LOCATIONS




1916 ESTABLISHED



Publication Calendar 2024

The Daily Egyptian publishes 16 Wednesdays each semester.

 Special Edition

 Publication

- August 21st - Back to Campus Edition
- October 9th- Homecoming Edition
- October 23rd- Halloween Edition
- November 6th- Election Edition
- December 13th- Semester in Photos

AUGUST						
S	M	T	W	T	F	S
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						
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



OCTOBER						
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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
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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



REV 8/14/24



Publication Calendar 2025

The Daily Egyptian publishes 16 Wednesdays each semester.



Special Edition



Publication

- January 15th - Spring Back to Campus Edition
- February 26th- Black History Month Edition
- March 5th- Housing Edition
- March 26th- Women's History Month Edition
- April 16th- Collaborative Edition
- May 7th- Semester in Photos Edition

JANUARY						
S	M	T	W	T	F	S
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19	20	21	22	23	24	25
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FEBRUARY						
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23	24	25	26	27	28	



MARCH						
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23	24	25	26	27	28	29
30	31					

APRIL						
S	M	T	W	T	F	S
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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



REV 8/14/24



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

Story 1501 x 626 \$80	Widget 250 x 300 \$50
Banner 1501 x 186 \$100	



Dimensions in inches

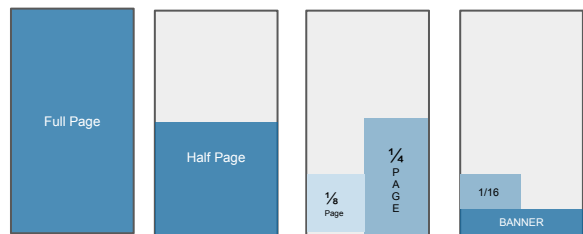
AD	Width	Height
Full Page	9 ¾"	15"
Banner	9 ¾"	2"
Half - L	9 ¾"	7.25"
Half - P	4.875"	15"
Quarter - P	4.875"	7.25"
Eighth - P	4.875"	3.5"
1/16th	2.5"	3.5"



L - Landscape



P - Portrait



REV 1/21/23



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 week: 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 klee@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 8/14/24



ADVERTISING AGREEMENT 2024-2025

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

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 5 p.m. 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 5 p.m. Friday 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: _____