

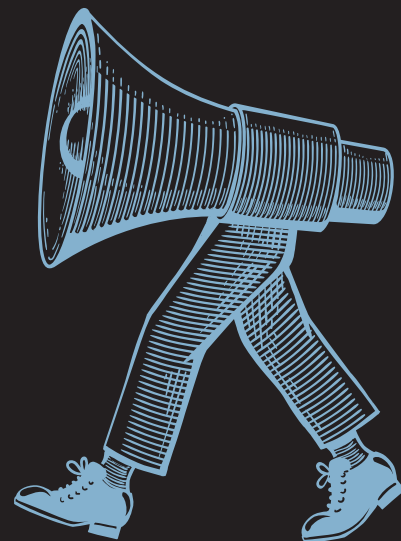


LOOKING



FOR ADVERTISING SOLUTIONS?

The DE Media Group can help!



PRINTED PUBLICATION

KEY BENEFITS

• Wide Local Reach

We distribute 7,000 printed copies every Wednesday across the SIU campus and local communities, including Carbondale, Murphysboro, Carterville, Marion, with limited distribution to surrounding towns and in Springfield.

• Print & Digital Exposure

Two for the price of one! Ads get placed in both physical and online editions.

• Zero Paywalls

Readers engage freely with no paid subscriptions, giving advertisers higher visibility for your brand.

The Power of Print

The Daily Egyptian remains a trusted and effective advertising platform, reaching both the campus community and surrounding towns with every issue. While digital media continues to grow, print newspapers remain a powerful tool for engagement—offering a tangible, lasting presence that digital ads simply can't replicate.

The newspaper is distributed across key locations, ensuring visibility to students, faculty, residents, and local businesses. Plus, every edition is available online, expanding your reach beyond physical copies. Unlike many outlets, we keep our publication free—no paywalls, no subscriptions—ensuring maximum readership and exposure for your message.

FREQUENCY DISCOUNTS
Maximize your savings, ask about long-term advertising!

DIMENSIONS

Page Size	Width	Height
Full page	9.75"	15"
Half page (Landscape)	9.75"	7.25"
Half page (Portrait)	4.875"	15"
1/4 page	4.875"	7.25"
1/8 page	4.875"	3.5"
1/16 page	2.5"	3.5"
Banner	9.75"	2"



DIGITAL ADVERTISING

EXPAND YOUR REACH ONLINE

Dailyegyptian.com is the go-to digital news source for students, faculty, alumni, and communities in Southern Illinois. Our site is updated regularly with the latest news, events, and features—keeping readers engaged and providing advertisers with a prime opportunity to connect with an active audience. Best yet, there is **NO paywall for access to our site or stories.**

With over **35,000 monthly visitors** to our site, advertising on our website ensures high visibility for your brand. Whether through banner ads, sponsored content, or display placements, we offer flexible options to fit your marketing goals.

KEY BENEFITS

- **Greater Reach** – Our SIU connection gives us a broader reach than other news publications—connecting with the campus community, alumni, and audiences across the region, Springfield, and beyond.
- **Regularly Updated Content** – Fresh news and features keep audiences coming back.
- **Flexible Ad Placements** – Choose from banner ads, sidebar placements, or custom content. We limit the number of ads running at once to make sure yours gets noticed.
- **Data-Driven Insights** – Track ad performance with detailed metrics, including impressions and clicks.
- **Direct Audience Connection** – Guide viewers from your ad to your website with a single click.

+ 35,000
average monthly visitors

Direct link to your site



Reach a diverse audience

AD PLACEMENTS

Story
1501 x 626 Pixels

Story Ad – An inline ad that appears within a news article, naturally integrating with the reading experience. This prime placement ensures high visibility without disrupting the flow of content.

Widget
250 x 300 Pixels

Widget Ad – A small, eye-catching ad placed in the right-side column of our website. The rotating ad stays visible as readers views different stories, ensuring consistent exposure for your brand.

Banner
1501 x 186 Pixels

Banner Ad – A high-visibility display ad positioned at the top, bottom, or within content sections of the site. Ideal for grabbing attention and increasing brand awareness.

NEWSLETTER ADVERTISING

WEEKLY NEWSLETTER ADVERTISING

One of our more cost effective options is our free weekly newsletter that keeps subscribers informed with top stories, campus updates, events, and other essential news. Sent directly to readers inbox, it offers a valuable opportunity for businesses to connect with the SIU community, alumni, and regional audiences.

Want to subscribe to our newsletter to see what it is all about? Visit dailyegyptian.com or scan code



KEY BENEFITS

- **Direct Inbox Delivery** – Reach a highly engaged audience of faculty, students, alumni and community members every week with over **6,000 subscribers!**
- **High Visibility** – Your ad appears alongside highlights of top news and events.
- **Cost-Effective Promotion** – A smart way to stay in front of local readers with a click through feature to your website.
- **Data-Driven Insights** – Tracked ad performance, providing open rate analytics and click through.

+ **6,000**
Subscribers

NEW! NEWS RACK ADVERTISING

KEY BENEFITS

- **Strategic Placement** – We assess locations on campus and in communities to ensure maximum visibility for advertisers.
- **Flexible Scheduling** – Ads run in 3-week intervals for sustained exposure and allows for fresh content.
- **Large Format Advertising** – A standout way to promote your business, event, or campaign.

NEW SPECIALTY STANDS

Gain high-impact, in-location exposure with our news rack advertising. Our specialty newspaper stands feature a 23" x 47" poster space, giving your brand a bold and visible presence in key high-traffic indoor areas.

We can assist with design work and printing or you can provide your own.

Campus and Community locations: Library, Recreation Center, dining hall, Business Incubator, Health Center, SI MultiModal Station, 900 on Park, and more.



We understand that our diverse audience consumes news in different ways, making the DE a valuable platform for reaching them. To connect effectively, we use multiple tools and offer multimedia advertising packages that maximize your investment and expand your reach. Because every business is unique, we tailor our approach to meet your specific marketing goals.

For more details, contact our advertising team to explore how we can support your success.

Design Services

Artwork Deadline: All ads must be submitted by Monday at noon before publication.

Need a Design? Our professional graphic designers can create your advertisement for a \$30 fee. Design requests must be submitted two Tuesdays before publication.

Ad Placement

Specific ad placement requests (e.g., inside cover, center, inside back cover) can be accommodated for a 15% placement fee.

Frequency Discounts

Maximize savings with long-term advertising.

Multi-Platform Packages

Expand your reach with customized advertising packages that combine print, website, newsletter, and social media for greater impact. Contact us to learn more!

Additional Advertising Opportunities Special Editions

Throughout the year, we publish themed special editions tailored to specific topics and audiences. These editions provide a strategic advertising opportunity, allowing businesses to target key demographics for maximum impact.

Sponsorship Opportunities

Enhance your brand visibility by sponsoring popular features:

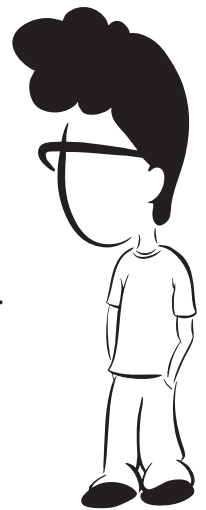
Puzzle Page – Engage readers while keeping your brand top of mind.

Pet of the Week – Connect with the community by sponsoring a favorite reader feature.

FUN FACT

Our Mascot: Gus Bode

First appearing in 1956, our official mascot, Gus Bode, has become a beloved part of the Daily Egyptian legacy. Gus pops up from time to time to share his unique take on current events, bringing humor and insight to our readers.



LET'S TALK!

