THE OU MARKET

27,278 + 6,028 = 33,306

undergraduate, graduate and professional school students

faculty and staff

possible readers and growing!

ADVERTISING WORKS

60% of print readers say they pay attention to the advertisements in The Oklahoma Daily.

72% of readers say they have taken action based on a print ad.

38% of readers want to see more offers and coupons in The Oklahoma Daily.

78% of students eat out at least once per week, and the average student spends $200 each month on food and beverages.

95% of OU students carry a smart phone.

60% of students see content from The Oklahoma Daily in an average week.

54% of students live in off-campus rental property

FOR RENT

67% of students live off campus

33% of students live on campus

The average student spends $541 on housing a month

The Oklahoma Daily is the best way to reach the most OU students at one time. No other publication in our market reaches the OU audience as well as The Oklahoma Daily.

Percentage of students who say they read other publications even occasionally:

- The Norman Transcript: 12%
- The Oklahoman: 23%
- The Odyssey: 7%
- Boyd Street Magazine: 5%

The average discretionary income per student is about $350 per month. OU faculty report discretionary income of about $1,800 per month

Our students are mobile: 53% of students say they travel to Oklahoma City at least once per month for shopping, dining or entertainment.
**The Oklahoma Daily will honor position requests when possible.** Guaranteed placement is available for an additional cost. Call 325-2521 for details.

- **Student rate is 50% off**
- **Black and white ads are 20% off.**
- **Display ads can still be purchased at a rate of $12 per column inch, but must run on the classifieds page.**

### SIZING AND PRICES

<table>
<thead>
<tr>
<th>Widths</th>
<th>Sizing &amp; Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Column: 1.5625”</td>
<td>1/4 Page (V) 3 col x 10.5 in $400</td>
</tr>
<tr>
<td>2 Column: 3.25”</td>
<td>1/4 Page (H) 6 col x 4.75 in $400</td>
</tr>
<tr>
<td>3 Column: 4.9375”</td>
<td>1/8 Page 3 col x 4.75 in $205</td>
</tr>
<tr>
<td>4 Column: 6.625”</td>
<td>Half Page 3 col x 21 in $750</td>
</tr>
<tr>
<td>5 Column: 8.3125”</td>
<td>Half Page (V) 3 col x 21 in $750</td>
</tr>
<tr>
<td>6 Column: 10”</td>
<td>Half Banner 3 col x 2 in $90</td>
</tr>
<tr>
<td></td>
<td>Full Page 6 col x 21 in $1,250</td>
</tr>
<tr>
<td></td>
<td>Banner 6 col x 2 in $175</td>
</tr>
</tbody>
</table>

**INSERTS**

- **Up to 2 pages $800**
- **Up to 4 pages $850**
- **Up to 6 pages $900**
- **Up to 8 pages $950**

For inserts in special sections, please contact your account executive.
**Limited space available –** only one space per game!

**All ads are directly above the game/puzzles. Game sponsorship ads require a one-month commitment.**

2 columns x 2 inches $300/month

**Sticky Notes**

Make your message “stick” with this exclusive front page ad. Full color and a variety of die-cut shapes are available at no additional charge. Price includes full-color design, printing and shipping.

Regular issue.........$1,100
Special section......$1,250

**Twitter Posts**

Let The Oklahoma Daily help you reach readers by sending out sponsored tweets to our almost 15,000 followers. All tweets will be retweeted from the OU Student Media account.

We can send out one tweet per day per business and we can accommodate up to four businesses per day.

Tweets can go out at 9:15 a.m., 12:15 p.m., 2:15 p.m. and 4:45 p.m.

Cost:
$30 per tweet
$250 for 10 tweets
$1,000 for 50 tweets throughout the semester

**Front Page Ads**

**Above the fold ●**
This full-color ad is 6 columns by 1.5 inches and runs above the nameplate on page 1. Be the first thing readers see on the stands and when they pick up a copy.

$900

**Below the fold ●**
This full-color ad is 6 columns x 3 inches. Call your account executive for more details.

$650

**Online Housing Guide**

A convenient online housing guide tailored for students! The Oklahoma Daily hOUsing guide connects students with your properties for rent or sale on the ONLY housing website that is directly affiliated with the official website of The Oklahoma Daily, OUDaily.com.

49% of students use Twitter

---

**FREQUENCY DISCOUNTS**

**FANTASTIC FOUR** Run your ad in four consecutive issues, get the fourth ad 20% off!

**ELITE EIGHT** Advertise in eight consecutive issues, get your eighth ad half off!

**SWEET SIXTEEN** Advertise 16 times over the course of a semester, get your last two ads **FREE!**

**SEMESTER SPECIAL** Advertise in every issue for the semester, take 25% off your entire order!
BUNDLES

$400 PICK 1
2 color banner ads
4 color half-banner ads
1 week rotating medium rectangle or leaderboard online ads

$600 PICK 1
2 banner color ads
4 half-banner color ads

$700 PICK 1
1 quarter-page color ad
2 eighth-page color ads

$1,000 PICK 1
2 quarter-page color ads
4 eighth-page color ads
1 half-page color ad

$1,500 PICK 1
2 front-page below-the-fold color ads
3 quarter-page color ads

1 month rotating medium rectangle or leaderboard online ads

1 week non-rotating medium rectangle or leaderboard online ads
# ONLINE OPTIONS

- **Leaderboard**, 728 pixels x 90 pixels
- **Medium Rectangle**, 300 pixels x 250 pixels
- **NEW!** Half Page, 300 pixels x 600 pixels

## NEW! Interstitial ad
- Pops up on screen whenever students access content from their mobile devices. It also works when accessing content through Facebook and Twitter.

- **$500 per week**

## ONLINE PRICING

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Impressions</th>
<th>1 week non-rotating</th>
<th>1 week rotating*</th>
<th>1 month non-rotating</th>
<th>1 month rotating*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Medium Rectangle and Leaderboard Ad</strong></td>
<td>$15</td>
<td>$400</td>
<td>$100</td>
<td>$1,000</td>
<td>$400</td>
</tr>
<tr>
<td><strong>NEW! Half Page Ad</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$400</td>
</tr>
</tbody>
</table>

---

Average of 85,000 page views/week
 Average of 40,000 unique users/week

* Four ad rotation
This supplement to The Oklahoma Daily gives students a guide to living on their own for the first time. It compares Norman apartment complexes’ rates and amenities. Give students an incentive to use your business as they transition to living in an apartment for the first time.

This magazine is hand-distributed at the orientation at the Health Sciences Center in Oklahoma City. It gives HSC students a view of life at their campus. Help students settle in by inviting them to come see you.

Welcomes returning students and incoming freshmen and offers an overview of the year to come at the University of Oklahoma. It’s delivered individually to every student in the residence halls. Get your name out there and give students a reason to make your business part of their beginning-of-the-year experience.

5,000 copies are mailed to the permanent addresses of incoming freshmen and transfer students. Sower gives students a look at college life at OU. It also gives parents a first glance into the OU community. Take the opportunity to earn the business of these students and parents as they arrive in Norman.

Announces the winners of The Oklahoma Daily’s annual Sooners’ Choice poll. It is a must-read for students who want to know where to get the best everything in Norman. From dining and entertainment to service providers, Sooners’ Choice has all of Norman covered.

Back to School
### Creative Services

We offer a variety of creative services that extend the value of your marketing plans. Whether it’s an upcoming event, new product or promotion, or exciting news about your business, our account executives will work with you to devise a strategy that fits your needs. We also have a staff of talented designers and a marketing street team to help you get the word out and make sure you get the best visibility to reach the OU community!

- Marketing Street Team, Design, Print, Photography, Digital
- Integrated marketing campaigns, social media marketing and management services, branding campaigns.

### DIY Tips

- **Keep It Simple** Say it in as few words as possible and remember that white space can be your friend.

- **Use Color and Images** An image of your product will catch the reader’s eye. Readers are more likely to notice a color ad than a black and white ad. We cannot use copyrighted materials or content.

- **Make It Interesting** A catchy slogan or unique graphic will catch the reader’s attention and make your ad more memorable.

### Submission

- **Black and White Ads:**
  - Grayscale color mode, 200-300 dpi. for black and white ads.

- **Color Ads:**
  - CMYK color mode, 200-300 dpi. for color ads

- **PDF X-1A compliant** is the preferred file format. Submit in the largest possible resolution and size for finished ads, images and logos.

- **Embed all fonts**

### Pricing

$20 per hour
Payment & Terms
Payment must be received with ad order and can be made by check, cash, money order or credit card. In the interest of security, Student Media cannot accept credit card information electronically. For credit card payment, call the business office at 405.325.2521. We accept Visa, MasterCard, American Express and Discover. Applying for credit accounts may take up to seven days. Prepayment is required until approved credit is established. All advertising rates are net to newspaper.

Electronic Submission
Due to software licensing issues, Student Media cannot accept client-provided fonts. For this reason, the preferred file format for ad submission is an Adobe Acrobat PDF X-1A file. A PDF X-1A compliant file assures that the ad uses no RGB color files and that all fonts are correctly embedded. This format is also most compatible with all versions of Acrobat. PDF files should be tested for PDF X-1A setting. Ensure that the file is the correct ad size (floating prohibited). Also ensure that no security settings exist.

Agencies
Agencies must complete a Student Media insertion order. All rates are non-commissionable and net to newspaper.

Ad Acceptance
All advertising is subject to the approval of The Oklahoma Daily advertising manager. An advertisement or insert is not considered accepted until publication. We reserve the right to refuse any advertising that does not conform to the advertising policy. A copy of the policy may be obtained in the Student Media advertising office.

Cost Statement
This publication, printed by OU Printing Services, is issued by the University of Oklahoma Department of Student Media. 300 copies have been prepared and distributed at no cost to the taxpayers of the State of Oklahoma.

Cancellations
Cancellations of advertising for refund or credit can be made only before the deadline for space reservations.

Errors
We regret it when mistakes happen and will work to amend any advertising errors made by The Oklahoma Daily as quickly as possible. We will be responsible for only the first insertion of incorrect copy. Requests for adjustment must be made within 30 days of the publication. Compensation for errors made will be at the discretion of The Oklahoma Daily.

Ad Deadlines
Ad scheduling, payment, copy and artwork deadline is 5 p.m. three business days before publication.

<table>
<thead>
<tr>
<th>Published</th>
<th>Ad payment, copy, and art due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>5 p.m. Wednesday</td>
</tr>
<tr>
<td>Thursday</td>
<td>5 p.m. Monday</td>
</tr>
<tr>
<td>Calendar</td>
<td>January</td>
</tr>
<tr>
<td>----------</td>
<td>---------</td>
</tr>
<tr>
<td>Sun</td>
<td>Mon</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>29</td>
<td>30</td>
</tr>
<tr>
<td>Sun</td>
<td>Mon</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>Sun</td>
<td>Mon</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>Sun</td>
<td>Mon</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>25</td>
<td>26</td>
</tr>
</tbody>
</table>
| On Rack May 9-13

- **Living Guide**
- **Year in Review**
- **OU HSC Sower**
- **Norman Sower**
- **Publication dates**
Since 1916, The Oklahoma Daily has been a perfect fit for the OU community and can now be a perfect fit for you!

The Oklahoma Daily has received multiple gold and silver crowns from the Columbia Scholastic Press Association, and many of our publications are ranked among the top in the state and nation.

The Oklahoma Daily website has received numerous awards, including Pacemaker Awards, Gold Crowns and Best of Show. Our weekend publication, ESCAPE, has been nationally recognized including winning an award for “Best Special Section.”

It’s our pledge to listen to your needs, ask questions about your goals and develop plans to help you be successful. Our staff is ready to help you design effective messages and prepare your ads for publication.

Contact us

Phone: 405.325.2521
Fax: 405.325.7517
dailyads@ou.edu

Newsroom
405.325.3666
dailynews@ou.edu

Classifieds & Billing
405.325.2521
classifieds@ou.edu

860 Van Vleet Oval
Copeland Hall 149A
Norman, OK 73019

Visit us online at
www.OUDaily.com