

# RATES

Display: (434) 924-1085

Fax: (434) 924-7290

E-mail: ads@cavalierdaily.com

## CLASSIFIED DISPLAY

All classified advertisements are handled through our website. There you will find an entry form for your ad as well as an online payment processing system. We can only accept credit card payments for classified ads.

**\$6.00 minimum**, 15 words or less  
**\$.50 for each additional word**

Classified ads are placed on The Cavalier Daily website at no additional charge.

For questions regarding our classified system, please contact the Chief Financial Officer at (434) 924-1084.

## PRE-PRINTED INSERT

If you prefer to print your own advertisements, pre-printed insert reservations must be made two weeks before the scheduled insertion date. Inserts smaller than six pages cost **\$100 per thousand** and have a **minimum run of 10,000**. Inserts larger than six pages can be included after consultation with the Advertising Manager.

## DISPLAY

All display rates are listed per "column inch" (see "Sizes" below). All prices are on a per-day basis. All ads booked must be in one of the dimensions listed below, though exceptions can be made at the discretion of the Advertising Manager.

The Cavalier Daily is a "broadsheet" newspaper, 6 columns x 20.8 inches. Some special supplement issues are in "tabloid" format, 5 columns x 11 inches.

**\$8.00 per "column inch"**

## DIMENSIONS (see figures below)

**A** 1 column (1.5 in.) x 2 in. = \$16

**B** 2 columns (3.2 in.) x 3 in. = \$48

**C** 2 columns (3.2 in.) x 5 in. = \$80

**D** 3 columns (4.8 in.) x 5 in. = \$120

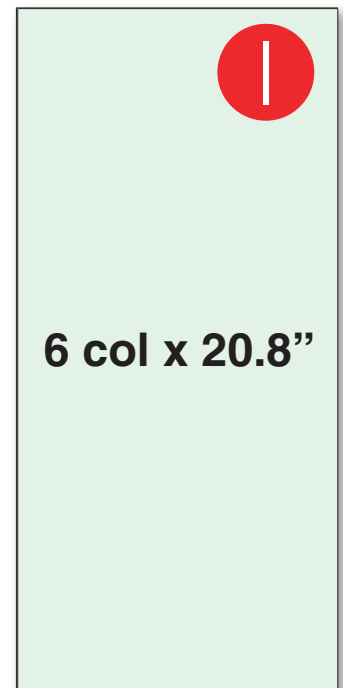
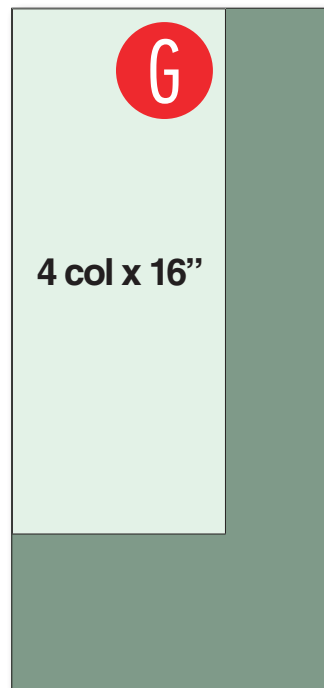
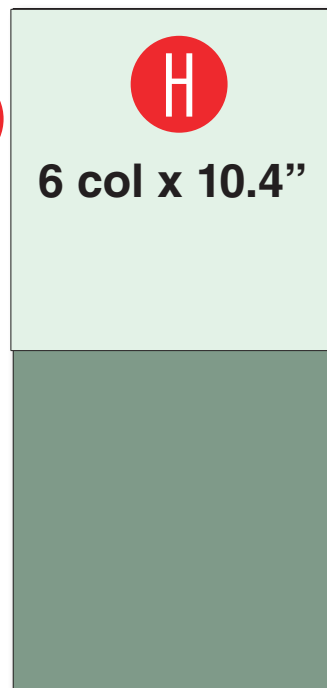
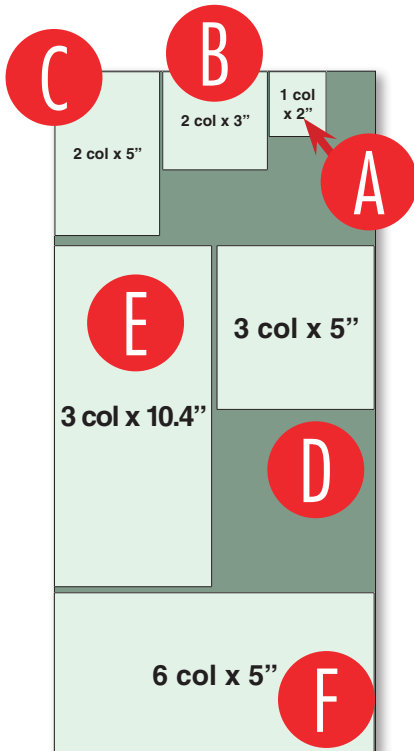
**E** 3 columns (4.8 in.) x 10.4 in. = \$249

**F** 6 columns (9.8 in.) x 5 in. = \$240

**G** 4 columns (6.5 in.) x 16 in. = \$512

**H** 6 columns (9.8 in.) x 10.4 in. = \$499

**I** 6 columns (9.8 in.) x 20.8 in. = \$998





## ADVERTISE ONLINE

Reach students, parents and most alumni through www.cavalierdaily.com. With **more than 250,000 pageviews monthly** from visitors around the nation, advertising online means you'll reach every segment of the University community.

## SIZES

We currently offer two online advertisement sizes. The **TOP BANNER** at 728 x 90 pixels, and the **SIDEBAR BOX** at 250 x 250 pixels. Both sizes are displayed on every page of the website.

## HOW TO BOOK

For more information, contact our advertising department at (434) 924-1085 or ads@cavalierdaily.com. If you need help designing your artwork, please allow an extra week between the time you book your ad and its run date.



## PRICING

**TOP BANNER \$10 / 1000 impressions**

**SIDEBAR BOX \$10 / 1000 impressions**

# 2011-2012 PUBLICATION CALENDAR

134 Issues Total

July 2011						
SUN	MON	TUES	WED	THURS	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

August 2011						
SUN	MON	TUES	WED	THURS	FRI	SAT
	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			

September 2011						
SUN	MON	TUES	WED	THURS	FRI	SAT
				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 2011						
SUN	MON	TUES	WED	THURS	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

November 2011						
SUN	MON	TUES	WED	THURS	FRI	SAT
		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 2011						
SUN	MON	TUES	WED	THURS	FRI	SAT
				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

January 2012						
SUN	MON	TUES	WED	THURS	FRI	SAT
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				

February 2012						
SUN	MON	TUES	WED	THURS	FRI	SAT
			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 2012						
SUN	MON	TUES	WED	THURS	FRI	SAT
				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 2012						
SUN	MON	TUES	WED	THURS	FRI	SAT
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 2012						
SUN	MON	TUES	WED	THURS	FRI	SAT
		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		

June 2012						
SUN	MON	TUES	WED	THURS	FRI	SAT
					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

Regular Issue

Special Issue

\*Contact The Cavalier Daily for details on each special issue

## Academic Calendar

Fall Semester 2011  
 Move-In Issue August 20 • Gridiron September 2 • Housing Supplement September 20 • Family Weekend Friday, November 5 - Sunday November 7 • Hoops November 11 • Courses End Tuesday, December 6

Spring Semester 2012  
 Courses begin Wednesday, January 18 • Spring Recess Saturday, March 3 - Sunday, March 11 • Faculty Salaries April 8 • Courses End Tuesday, May 1 • Final Exercises Sunday, May 20

