About the Daily

Introduction

We have over 118 years of experience serving the University of Minnesota community. We know what our audience is looking for.

Whether in print or online, our products are the single best way to connect with students, staff, faculty, and visitors who make up the University of Minnesota community.

The Daily is available at more than 200 newsstands throughout Minneapolis and St. Paul, as well as online at mndaily.com. Thousands of advertisers have relied on the Minnesota Daily to successfully reach the campus market. Let us help you get connected!
Mission Statement

1. Provide independent student journalism and comprehensive coverage of news, media and events that serve the public interest and inform the University of Minnesota community.

2. Offer a forum for the free exchange of ideas and civil debate for the members of the University community.

3. Train University students to professional standards, teach best practices and operate an ethical organization in all areas of journalism and the media industry.

4. Operate a fiscally-responsible organization that ensures its viability as an independent student media company that continually serves the University community.
Contact Information

The Minnesota Daily:
2221 University Ave SE
Suite 450 Minneapolis, MN 55414
612-435-1562
www.mndaily.com

Advertising and Client Services:
Sales Manager
612-435-5772
advertising@mndaily.com

Facebook - @mndailynews
Twitter - @mndailynews
Instagram - @mndailynews
LinkedIn - Minnesota Daily
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LOCAL COMMUNITY

Reach of Consumers
With transportation services such as buses and light rails located throughout the Twin Cities and the vast amount of walking and biking accessibility, the University of Minnesota community is able to travel far distances in the Twin Cities and surrounding metro area. This ability to easily travel provides consumers with a wider range of options to choose from and therefore you must differentiate yourself from your competitors.

One of the largest and most diverse student populations in the United States
The University of Minnesota has a student population that represents all 50 states and 130 nations. The U of M also has one of the largest student populations in the US. Beyond that, the U of M hosts researchers, event goers, employees, and foot traffic with the many bars, restaurants, and entertainment venues located around campus.

* Sources: Fall 2018 Enrollment Headcount Data from the Office of Institutional Research (OIR) at UMN, 2018 HR Headcount Data from the OIR at UMN, 2018 Annual Report Parking and Transportation, Explore Minnesota: Tourism & Minnesota’s Economy Report
SPENDING HABITS

Total spending in Hennepin county
$5,303,889,012 in Gross Sales

Net pay $23,325 for undergrad
$6,996 per year to spend
$583 per month to spend
$17.4 million per month
$208.6 million per year

Net pay $37,168 for graduates/professionals
$11,150 per year to spend
$930 per month to spend
$14.4 million per month
$172.8 million per year

READERSHIP

Digital Audience
Users by Device

Desktop 47.78%
Mobile 47.54%
Tablet 4.68%

Users by Gender
Female 54.4%
Male 45.6%

Users by City
Minneapolis/St. Paul = 28.39%
Chicago = 6.85%
Boston = 2.16%
New York = 1.61%
Washington = 0.84%
Los Angeles = 0.72%

Spending habits of student population

$470.7 million per year on room & board
$105.8 million per year on other expenses

Net pay $23,325 for undergrad
$6,996 per year to spend
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Minneapolis/St. Paul = 28.39%
Chicago = 6.85%
Boston = 2.16%
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Los Angeles = 0.72%
On Campus Population
The majority of our readership are in the hard-to-reach age segment of 19-34 year-olds, so you can ensure great exposure to an audience with a lot of influence.

Reach beyond campus
Most students are living off campus and around the Twin Cities Metro area, which means readers from all over the metro area are engaging with your ads.
Suite 450 Agency

About the Agency

Suite 450 is the Minnesota Daily’s student-run creative agency and business division. As an agency, Suite 450 provides a portfolio of services that serve two goals; to provide students with opportunities for creating real work for local clients while cultivating professional skills, and provide advertisers access to new and innovative ways to market and advertise their business to the University of Minnesota, Minneapolis and its surrounding communities.
Services Available

**Market Research**
If you need to learn more about your audience’s needs and preferences, Suite 450 can help gather and aggregate data to find information and key insights that can help guide your organization in the right direction.

**Listening Sessions & Focus Groups**
Suite 450 will help conduct and moderate listening sessions & focus groups to gather qualitative data that can help clarify insights from your target market that help solve your business problems.

**Event Planning**
Suite 450’s marketing team can assist your business in strategizing and planning your events on and around campus. We work closely with your business to construct a plan that will turn your next event into a success. Our team will bring a well-rounded approach that will ensure that your event is promoted through the best channels for your event.

**Graphic Design Services**
Graphic design services are supported by our in-house Suite 450 creative team. The Suite 450 creative team offers the best in design, layout, and typography for your ads at no additional cost. Our team of designers can create everything from effective and clear advertisements to full campaigns that will elevate your business and make a great impression on our readers. If you need help designing logos, posters, flyers, brochures, and other promotional materials, Suite 450’s creative team is here to create the best look and feel for your business needs.

**Social Media Consultation**
Our team will support your business in creating and delivering engaging content to your target audience. We will consult with you and help manage your social media networks such as Twitter, Facebook, and Instagram to increase your visibility. We will make sure that your social posts reach the right audience across multiple platforms with result-driven social media campaigns.

**Copywriting & Native Content Creation**
Suite 450’s marketing team offers support on copywriting and native content creation for your print and online advertisements, social media posts, sponsored articles, and other promotional material. The ability to deliver the correct message will increase the chance of grabbing the attention of your target audience.

Each of the services above are evaluated on a case-by-case basis, so please reach out to your account executive and set up a meeting for more details.
About the Photobooth

Impress and engage with the attendees at your next event with Suite 450’s professionally-managed, all-inclusive photobooth experience. Don’t plan your next gathering without one!

Pricing

Whether you’re a local business, university department or a student group, Suite 450 Photobooth has pricing and plans that will meet your budget.

- **Local Business** - $750
- **University Department** - $650
- **Greek Life/Student Group** - $550

- Unlimited photo strip printouts during your event
- A wide selection of fun props
- On-site PhotoBooth staff
- Custom photo strip design
- FREE setup and teardown
- FREE Facebook gallery
Advertising Engagements

Year-long Contracts

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<td>$2,500</td>
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<td>$5,000</td>
<td>7.5% + Free Color</td>
<td>$4,625</td>
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<td>$10,000</td>
<td>10% + Free Color</td>
<td>$9,000</td>
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<td>$20,000</td>
<td>20% + Free Color</td>
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<td>25% + Free Color</td>
<td>$22,500</td>
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<tr>
<td>$50,000</td>
<td>30% + Free Color</td>
<td>$35,000</td>
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If you are interested in semesterly contracts, please contact your account executive for more details.

Print Products

NEWSPAPER

The original medium, the Minnesota Daily’s print issue is a reliable way to build brand awareness and reach our most loyal readers on and around the University of Minnesota campus. With a distribution of 10,000 papers per issue, the print issue is able to reach a wide range of consumers including students, faculty & staff, and visitors.

Color Rates - Ads more than ½ Page: $250, Ads less than ½ Page: $100

Placement Charges:
Choice Placement - 15% of total advertising price.

Puzzle Sponsorships:
Rates - $200 for each ad placement (full color is included in price)
Size - 4.9” x 1.5”
Full Page - 10” x 20”

- *Open* - B&W = $2,340.00
  Color = $2,590.00
- *Local* - B&W = $1,620.00
  Color = $1,870.00
- *Univ. (Dept/Bus.)*
  B&W = $1,260.00
  Color = $1,510.00

1/2 Page - 10” x 10”

- *Open* - B&W = $1,170.00
  Color = $1,420.00
- *Local* - B&W = $810.00
  Color = $1,060.00
- *Univ. (Dept/Bus.)*
  B&W = $630.00
  Color = $880.00

1/4 Page - 4.9” x 10”

- *Open* - B&W = $585.00
  Color = $685.00
- *Local* - B&W = $405.00
  Color = $505.00
- *Univ. (Dept/Bus.)*
  B&W = $315.00
  Color = $415.00

1/8 Page - 4.9” x 5”

- *Banner - Flat Rate* = $750 (includes color)
- *Open* - B&W = $292.50
  Color = $392.50
- *Local* - B&W = $202.50
  Color = $302.50
- *Univ. (Dept/Bus.)*
  B&W = $157.50
  Color = $257.50
SPECIAL SECTIONS PLACEMENTS

All ads are sold in modular units at flat rates. Prices include FREE color.

Full Page (10” x 10”) - $1,000
  Inside Front Cover - $1,200
  Inside Back Cover - $1,200
  Back Cover - $1,500

½ Page (5” x 10” Portrait) - $650
½ Page (10” x 5” Landscape) - $650
¼ Page (5” x 5”) - $400

MAGAZINES PLACEMENTS

All ads are sold in modular units at flat rates. Prices include FREE color.

Full Page (7 ½” x 10”) - $1,250
  Inside Front Cover - $1,500
  Inside Back Cover - $1,500

Portrait ½ Page (3 ⅝” x 10”) - $750
Landscape ½ Page (7 ½” x 5”) - $750
¼ Page (3 ⅝” x 5”) - $550

Sponsored Content

Deliver an engaging message to a targeted audience. Sponsored content is available for only business special publications throughout the year. All sponsored content is labeled as such.

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<th>Package</th>
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<td>4.9” x 10”</td>
<td>$800</td>
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<tr>
<td>½ Page Content + ½ Page Ad</td>
<td>450-650</td>
<td>10” x 10”</td>
<td>$1,200</td>
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<td>Full Page Content</td>
<td>725-1200</td>
<td>10” x 10”</td>
<td>$1,400</td>
</tr>
<tr>
<td>Full Page Content + Full Page Ad</td>
<td>725-1200</td>
<td>10” x 10” (x2)</td>
<td>$2,200</td>
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</table>
Special Sections

WELCOME BACK EDITION
September 3rd, 2019
Help welcome back students to the University of Minnesota by participating in the Daily’s annual Fall Welcome Back edition. The Fall Welcome Back edition will be distributed during the first week of classes as students are building their buying habits for the upcoming year.

MN LIVING GUIDES
9/9, 10/7, 11/4, 12/9, 1/21, 2/10, 3/2, 4/6, 5/4, 8/31
The MN Living editions are one of the most anticipated issues of the year. Apartment complexes, leasing agents, homeowners, and other industry professionals look forward to the tabloid-sized insert to showcase their openings, while students use the publication to compare options and ultimately decide their living arrangements for the following year.

GAMEDAY PREVIEWS
9/12, 10/3, 10/10, 10/24, 11/7, 11/28
Gameday Previews will be published before every University of Minnesota football home game. These special sections will be inserted in Thursday’s issue and extra copies will be distributed outside the stadium on game day.

HOLIDAILY
November 14th, 2019
The Holidaily issue will be the go-to guide for students spending their holiday season in the Twin Cities area. Focusing on fun ways to enjoy the Minnesota winter, this issue will help you connect with college students that are looking for winter activities, gift giving ideas, and entertainment during their break from classes.

CAREER GUIDE
February 17th, 2020
College students are scrambling to find employment for the summer months and beyond. If you are looking to fill positions, this issue will get you connected with a wide audience of job-searchers. The issue will feature content about applying for and excelling in summer jobs and internships.

BEST OF U
March 16th, 2020
Best of U is The Minnesota Daily’s annual ‘best of’ issue, where students vote for local favorites. Voting will take place online and the form will include write-ins, and booth sponsors will be featured as multiple choice options on the form.
DRINK & DINE  
April 13th, 2020  
Drink & Dine is the recipe book you’ve always been looking for but couldn’t find, bringing the college kitchen experience to you! This issue will also help students get familiar with some of the best places to eat and drink in the Twin Cities area.

ENTERTAINMENT GUIDE  
April 20th, 2020  
The Entertainment Guide is the best way to get caught up with what entertainment events are happening around the Twin Cities area. This issue will profile local artists and preview summer events in Minneapolis and St. Paul.

SATIRE EDITION  
April 2nd, 2020  
The Satire Edition is a spoof edition of our regular paper. Its light-hearted satirical content is meant to give students a break from exams and presentations!

SKI-U-MAH  
May 4th, 2020  
Ski-U-Mah is a year-in-review magazine that highlights moments from the 2019-2020 school year and provides students with a keepsake around graduation time. It’s an opportunity to wish the graduates well and thank them for their patronage over the last four years, or to present yourself to students as they transition to the next stages of their lives.

NEWCOMERS’ GUIDE  
August 31st, 2020  
Help welcome the Class of 2024 to the University of Minnesota campus by participating in the Daily’s annual Newcomers’ Guide: the go-to resource for new students! Passed out during Welcome Week, this issue helps students to find the best study spots, restaurants, entertainment, and more as they get acquainted with campus.
**Online**

**Placement:**
Placements appear on all sections and article pages of the website. Ads will rotate.

Ads will display on desktop, tablet, and mobile devices. Three artwork sizes are required to place a responsive ad. Ad placement on the mobile platform is shown to the right. Desktop and tablet platforms will appear different from the mobile version.

**Rates:**

- **Leaderboard**
  - Desktop: 970 x 90 px
  - Tablet: 728 x 90 px
  - Mobile: 320 x 50 px
  - $15.00 per 1,000 impressions

- **Medium Rectangle**
  - Desktop, tablet, mobile: 300 x 250 px
  - $13.00 per 1,000 impressions

- **Half Page**
  - Desktop, tablet, mobile: 300 x 600 px
  - $12.00 per 1,000 impressions
Daily Email Blast

Using our email blast, the Minnesota Daily now brings news and content directly to 3,000+ email blast subscribers.

We offer eight ad placements in our email newsletter and is sent out five days a week throughout the school year. Your ad has the potential of being seen by over 3,000 of our direct email subscribers.

Email Blast Ad reservations are first come first serve, so the sooner you commit, the more likely your ad will be placed at the top of the email.

Email Blast Ads should be 300 x 250 px

**Medium Rectangle:**
$200 per blast
$750 for one ad a week for a quarter of a semester (4 weeks)
$1,400 for one ad a week for a half of a semester (8 weeks)
Podcasts

SPOKEN AD

In the Know: Breaking Down the U’s News the Minnesota Daily’s weekly podcast. In the Know provides an in-depth look at the biggest news of the week. Each podcast is 10-15 minutes, and a new episode is released every Thursday.

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<th>Ad Placement</th>
<th>One Time Run</th>
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<td>Beginning</td>
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<td>End</td>
<td>$25</td>
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Additional Information:
Deadline - Tuesday at noon
Duration - 25 - 35 seconds
Please submit a written transcript for your ad. If you would like our team to write your ad, notify your account executive at least one week before the ad is scheduled to run.

Out of Home Advertising

INSERTS

Pre-Printed:
Insert ads are separate advertisements put in the fold of the regular edition of the paper. A sample of the insert must be provided to your sales representative two weeks prior to distribution for approval. Inserts must be shipped to the printer and arrive at least one week prior to distribution.

We Print:
8.5” x 11” Printed Insert
Full Run: $1,300
Sheets are printed double-sided

Rates:
Flat Rate: $500
For larger orders, call for a quote
Distribution: 10,000 copies

Deadline: 2 weeks prior to publication

Printer Information:
ECM Publishers, Inc.
Attn: Minnesota Daily Inserts 1201 14th Ave. S.
Princeton, MN 55371
RACK ADVERTISING

Rack advertisements are displayed on either a black wire rack behind a transparent covering or on a premium black metal rack on over 200 distribution locations on and off campus. Advertisements for the regular wire racks are either vertically or horizontally 8.5” x 11” and include complimentary full color. Advertisements for the premium metal racks are 20” x 35” and includes complimentary full color. Our rack advertisements catch the eyes of thousands of students passing by on a daily basis.

Price tiers are determined by the level of traffic surrounding rack locations. Ask your account executive for the complete list of rack locations, or check out the maps on mndaily.com/page/distribution.

The rack advertisement will be divided into zones and there are 10 racks per zone.

**Single Regular Rack:**
$300/semester

**Zone of 10 Regular Racks:**
$1,500/semester

**Zone of 10 Premium Racks:**
$3,000/semester

STREET TEAM

The Minnesota Daily’s Street Team will distribute your fliers directly to University of Minnesota students. By identifying the highest areas of traffic on campus, our Street Team can provide brand awareness across the University of Minnesota - Twin Cities campus. Our Street Team allows for a unique and direct way of connecting with students, faculty, staff, and visitors of the University of Minnesota. If there is a specific location or time of day that you want our Street Team to target, please contact your account executive with those details.

**Rate:**
$500 to pass out 1,000 fliers
$350 to pass out 500 fliers
$200 to put up 100 posters

We will print single sided fliers for $150
• color included in price

We will print double sided fliers for $300
• color included in price
UNIVERSITY OF MINNESOTA
Driven to Discover
Deadlines for Advertising

Deadlines

The regular publication deadline is noon two business days before publication. Proof requests for creative department are due at least five business days before publication.

Special issues have earlier deadlines. Ask your account executive for more information.
Publication Calendar 2019-2020

September

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= Regular Issue  = Game Day Issue  = Special Issue (Editorial)  = Special Issue (Business)
Mechanical Specs for Advertising

Accepted File Formats:
As a rule, print requires much higher quality files than online. We do not pull logos from online to be put into print advertisements. All ads must also be sent as the exact size they are scheduled for. If the ad sent is the wrong size, we cannot be held responsible for the ad quality. Ads that are sent and are oversized will be withheld from publishing.

Editable File Formats:
If you want us to edit a pre-existing ad, it needs to be in one of the following formats. We cannot edit a JPEG.

.AI (Adobe Illustrator)
.PSD (Adobe Photoshop)
.INDD (Adobe InDesign)

Submit finished specs to your account executive.

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Intellectual Property
The Creative Department is a complimentary service of the Minnesota Daily with a purchase of an ad. Any ads and related artwork created by our designers may not be used outside of the Minnesota Daily without written permission.
Advertising Policy

The Minnesota Daily will not accept ads that are libelous; promote academic dishonesty; violate federal, state or local laws; or encourage discrimination against any individual or group on the basis of race, sex, sexual orientation, age, color, creed, religion, national origin or disability. We reserve the right to edit or reject any ad copy, photos, graphics, or entire ads. The MN Daily encourages responsibility and good taste in advertising.

Only student media leaders can determine if an advertisement adheres to the student media advertising policy.

Each medium/platform is required to abide by the stipulations of the student media advertising policy.

In addition, the MN Daily follows the requirements of Minnesota State statutes regarding: Campaign advertising rules and finance disclosure language in political ads, and state laws regarding alcohol, tobacco, and firearms advertising.