

Products & Service Pricing 2022-23

MN Daily Demographics (source: UMN Institutional Data and Research)

- **University Community: 76k**
 - > Undergraduate: **30.7k**
 - > Graduate & Professional: **16k**
 - > Non-Degree Seeking: **5.6k**
 - > Faculty & Staff: **23.7k**
- **Gender - Students**
 - > Female: **43.6%** (22.8k)
 - > Male: **54.3%** (28.4k)
 - > Non-Binary: **2.1%** (1.1k)
- **Gender - Faculty & Staff**
 - > Female: **54.4%** (14.3k)
 - > Male: **45.6%** (11.9k)
 - > Non-Binary: **0%**

MN Daily Analytics

- **Email Edition** (source: Mailchimp)
 - > Subscribers: **66k**
 - > Average Open Rate: **46%**
 - > Annual Circulation: **11,352,000**
 - > Annual Average Open Rate: **5,221,920**
- **Website Audience Overview** (source: Google Analytics)
 - > Annual Impressions: **1,919,293**
 - > Average Monthly Impressions: **159,941**
 - > Annual Unique Visitors: **1,257,821**
 - > Average Monthly Visitors: **104,818**
 - > Average Annual Advertising Impressions: **7,677,172**
- **Social Media Reach** (source: Individual social platforms)
 - > Facebook: **12.5k**
 - > Twitter: **30.3k**
 - > Instagram: **4k**

Local Dollar-Volume Discount Contracts

Contract Total	Discount	Total After Discount
\$2,500	5%	\$2,375
\$5,000	7%	\$4,625
\$10,000	10%	\$9,000
\$15,000	15%	\$12,750
\$20,000 +	20%	\$16,000

Digital Advertising

- **Email Edition**
 - > Academic Year Frequency: **5-Days A Week**
 - > Summer Session Frequency: **3-Days A Week (M-W-F)**
 - > Subscribers: **66k**
 - > Annual Editions: **172**
 - > Annual Circulation: **11,352,000** Emails Delivered
 - > Available Annual Inventory: **344 Banners, 1,032 Medium Rectangles**
- **Email Edition - Ad Sizes & Pricing**
 - > Email Billboard - **728 x 250px: \$400**
 - > Medium Rectangle - **300 x 250px: \$300**
- **MNDaily.Com - Website**
 - > Year-Round Frequency
 - > Digital Hub to all MNDaily News Content
- **MNDaily.com - Ad Sizes & Pricing**
 - > Billboard - **970 x 250px: \$20 cpm**
 - > Halfpage - **300 x 600px: \$18 cpm**
 - > Medium Rectangle - **300 x 350px: \$15 cpm**

Print Advertising (circulation 5,000 + Exclusive Digital Edition emailed to 60k)

- **Special Sections**
 - > Best Of Campus - **TBD**
 - > Election Edition - **Oct. 24, 2022**
 - > Ski-U-Mah (Graduation) - **May 2, 2023**
 - > Welcome Back (Orientation) - **Aug. 28, 2023**

- **Ad Sizes - Modular Specs**
 - > Full Page - **300 dpi, CMYK, 10 x 10** *(Inches)*
 - > Half Page Horizontal - **300 dpi, CMYK, 10 x 5** *(Inches)*
 - > Half Page Vertical - **300 dpi, CMYK, 5 x 10** *(Inches)*
 - > Quarter Page - **300 Dpi, CMYK, 5 x 5** *(Inches)*
- **Ad Sizes - Pricing**
 - > Full Page - **Newsprint: \$1,200**
 - > Full Page - **High-Gloss Inside Front Cover: \$1,400**
 - > Full Page - **High-Gloss Inside Back Cover: \$1,400**
 - > Full Page - **High-Gloss Back Cover: \$1,700**
 - > Half-Page - **Horizontal: \$800**
 - > Quarter Page: **\$500**

Podcast Advertising

- **Spoken Ads - Pricing**
 - > Pre-roll spot
 - Single: **\$50**
 - 4-Weeks: **\$150**
 - 8-Weeks: **\$300**
 - > Middle spot:
 - Single: **\$40**
 - 4-Weeks: **\$120**
 - 8-Weeks: **\$240**

Out of Home Advertising

- **Premium News Racks (22" x 48" ad space)**
 - > Zone of 5 (two zones available): **\$1,800 Per Month**
 - Printing: **Call for pricing**
- **Standard News Racks (11" x 8.5" ad space)**
 - > Zone of 5 (20 zones available): **\$1,500 Per Month**
 - Printing: **Call for pricing**
- **Street Team Services**
 - > Posters (11" x 17"): **\$500/100 peices**
 - Poster Printing: **\$100/100 peices**
 - > Flyers (4.25" x 5.5"): **\$500/1,000 peices**
 - Flyer Printing 1-sided: **\$150/1,000 peices**
 - Flyer Printing 2-sided: **\$300/1,000 peices**