



Spring 2024 Ad Pricing

Our mission in The Minnesota Daily Sales team is to connect and engage our community with relevant businesses. We hope to dismantle prior salesperson stereotypes with our community based approach. After all, *We Rise by Lifting Others*.

Newsletter Advertising

Continuous Engagement

Keep your brand in the forefront of your audience's minds with regular appearances in our highly read newsletters, ideal for nurturing long-term brand recognition and loyalty.

- Reach: Over 70k+ subscribers with a daily open rate of 46%.
- Pricing: Starting at \$400 per ad.

[View Newsletter Samples](#)

Direct Email Blast

Targeted Impact

Send your message directly to the inboxes of a curated audience, ensuring high engagement rates and direct interaction with your most relevant consumers.

- Custom Campaigns: Tailored to specific audience segments with a 55% open rate.
- Pricing: \$1,200 (under 40k audience), \$2,400 (over 70k audience).
- Open Rate Guarantee: 40% open rate or we will resend your message at a better, more engaging time.

[View Email Blast Samples](#)

Audience Demographics

With over 70,000 email newsletter subscribers, The Minnesota Daily prides itself on keeping our audience informed. Our news reaches a diverse group of people and gives people the knowledge they need to succeed.



36k undergraduate students
13k graduate students



3.8k future medical professionals



800+ law school applicants



5k+ Carlson School of Management students



17k+ faculty and staff members

Newsstand Billboards

Physical Presence

Establish a tangible connection with the campus community through strategically placed billboards, offering unmatched visibility in high foot-traffic areas for immediate brand impact.

- Large Billboards (22x48): \$1,800 (Zone of 5) per month.
- Standard Billboards (11x8.5): \$1,500 (Zone of 5) per month.
- Additional Printing: \$250 for the zone of 5, unless posters are provided.
- High Visibility: Located in key areas across campus.

Web Ads

Persistent Visibility

Maintain a constant brand presence across our digital platforms, capturing attention as our audience navigates through our content, reinforcing brand awareness and recall.

- Visibility: Across our 3 different advertising spots to make sure that you are visible throughout the reader's journey
- Pricing: \$25 per CPM.

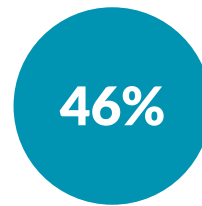
Campus Postering

Campus Engagement

Ensure your message is seen across the University of Minnesota with posters prominently displayed in high-traffic areas. This method captures attention and fosters a strong campus presence.

- Strategic Placement: Optimal visibility in key campus locations.
- Pricing: \$500 for 100 posters.
- Printing cost: \$100 for 100 posters

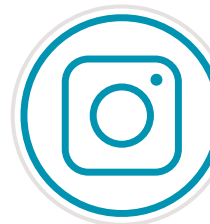
Insights on our Mediums



Email Newsletters
average open rate



X
@mndailynews
31.4k followers



Instagram
@mndailynews
6.4k followers

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