

# **Dawgnet Rate Card**

## **Butler University's Student News Web Site**

**<http://www.dawgnetnews.com>**

- Dawgnet's advertising rates are separated into four categories, Blue, White, Blue On-campus and White On-campus. Depending on the type of organization (for-profit or nonprofit) and whether or not it is on- or off-campus will determine which category it falls under, and subsequently, what its advertising rates will be.
- On-campus departments or organizations either for-profit (Butler Bookstore, Clowes Memorial Hall, Aramark, Starbucks, etc.) or nonprofit (Admissions department, SGA, etc.) will receive a 20 percent discount, and are detailed as such below.
- Category descriptions are as follows:

### **Blue Category**

The bulk of Dawgnet's advertising will come from this category. It denotes for-profit organizations and individuals outside Butler's campus wanting to advertise on Dawgnet's Web site. Examples include restaurants, retail/clothing stores, etc.

- Must be a legitimate for-profit organization.
- Must have a legitimate mailing address (cannot have a post office box address) and telephone number.

### **White Category**

Denotes nonprofit organizations off Butler's campus wanting to advertise on Dawgnet's Web site. Examples include Lighthouse Mission, Ronald McDonald house, etc.

- Must be a legitimate nonprofit organization.
- Must provide 501C3 certification number on invoice to show it is a legitimate nonprofit organization.
- Must have a legitimate mailing address (cannot have a post office box address) and telephone number.

### **Blue On-campus Category**

Denotes for-profit organizations on Butler's campus wanting to advertise on Dawgnet's Web site. Examples include Starbucks, Butler Bookstore, Aramark, Clowes Memorial Hall, etc.

- Must be a legitimate for-profit organization located on Butler's campus.

### **White On-campus Category**

Denotes nonprofit organizations and individuals located on Butler's campus wanting to advertise on Dawgnet's Web site. Examples include SGA, Butler Admissions department, Student Affairs, BMA's Dawgpound, etc.

- Must be a legitimate student organization or university department located on Butler's campus.
- Must have an account through Butler University to fund advertising, unless advertiser is a student, faculty or staff personnel.

- Rates are based on the statistics of Dawgnet's Web site during either fall or spring semester. The statistics are as follows:
  - Visitors per month – over 30,000
  - Average visits per day – over 2,000
  - Average visit duration – over 20 minutes

◦ Average hits per day – about 30,000

- Dawgnet may make rate changes, provided you are given notice at least 30 days in advance. In such an event, you may cancel a contract agreement without penalty if changes are not satisfactory.
- Dawgnet may offer special promotions or discounts not listed on the rate card.

<b>Ad Type</b>	<b>Pixels</b>	<b>Location</b>
Banner	468 x 60	Front and Sections
½ Double Tall	250 x 120	Front Only
Large Button	120 x 220	Front and Sections
Small Button	120 x 110	Front and Sections

### **Blue Category Rates**

<u>Ad Type</u>	<u>Week</u>	<u>Month</u>	<u>Semester</u>	<u>Year</u>
Banner	\$40	144	518	932
½ Double Tall	\$30	108	389	700
Large Button	\$25	90	324	583
Small Button	\$20	72	259	467

### **White Category Rates**

<u>Ad Type</u>	<u>Week</u>	<u>Month</u>	<u>Semester</u>	<u>Year</u>
Banner	\$30	108	389	700
½ Double Tall	\$20	72	259	467
Large Button	\$15	54	194	349
Small Button	\$10	36	130	234

### **Blue On-campus Category Rates**

<u>Ad Type</u>	<u>Week</u>	<u>Month</u>	<u>Semester</u>	<u>Year</u>
Banner	\$32	102	328	518
½ Double Tall	\$24	77	246	394
Large Button	\$20	64	205	328
Small Button	\$16	51	163	261

### **White On-campus Category Rates**

<u>Ad Type</u>	<u>Week</u>	<u>Month</u>	<u>Semester</u>	<u>Year</u>
Banner	\$24	77	246	394
½ Double Tall	\$16	51	163	261
Large Button	\$12	38	122	195
Small Button	\$8	26	83	133