

## CONTACT INFORMATION

**THE DAILY ATHENAEUM**  
 284 Prospect St., Morgantown, WV 26506  
**Retail/Classified/Business:** (304) 293-4141  
**Newsroom:** (304) 293-5093 • **Fax:** (304) 293-6857  
**Web Site:** www.da.wvu.edu  
**Email:** da-ads@mail.wvu.edu; da-classifieds@mail.wvu.edu  
 da-production@mail.wvu.edu; da-editor@mail.wvu.edu

*The Daily Athenaeum* is West Virginia University's award-winning daily newspaper. For over 100 years *The Daily Athenaeum* has been the voice of the Mountaineers. It is published Monday-Friday and is the 9<sup>th</sup> largest circulation newspaper in the state of West Virginia.

## PERSONNEL

Alan R. Waters .....Director  
 Bonnie R. Loughry..... Advertising Manager  
 Jami Christopher .....Production/Systems Manager  
 Crystal Hoover.....Distribution/Production Manager  
 Linda Grubb-Thomas..... Classified Manager  
 Maxine Ash..... Administrative Secretary  
 Pamela Dodson.....Accounting Assistant  
 Zack Stone .....Student Business Manager

## TERMS AND POLICES

Out-of-town and new advertising accounts must pre-pay for advertising until credit is established. All political, "closing" and "going out of business" advertising must be prepaid. To establish a credit account, an advertiser is required to complete a credit application and prepay until credit has been verified. *(Please allow 30 days for approval.)*

All accounts which have been granted billing privileges are allowed 30 days past the billing date to pay the balance in full. All balances not paid in 30 days are subject to a finance charge of 1.5% per month. Any errors on billing invoices must be brought to management's attention within 30 days of receipt of invoice. In the case of a disputed charge, the remainder of the balance due should be paid along with written notification for the reason of the amount withheld. No adjustment will be made for errors that do not materially affect the value of the advertisement. Advertising which has minor discrepancies such as misspelling or small type transposition, but which do not affect the ability of the reader to respond to the ad will be considered substantially correct and full payment is required. The Daily Athenaeum is not responsible for advertisements which do not appear. All negotiations regarding a complaint are dealt with on an individual basis and must be personally approved by the Director.

Accounts not paid 60 days from billing date are considered delinquent and will be turned over for collection at the Accountant's discretion. No advertising will be accepted on delinquent accounts until the balance is paid.

*The Daily Athenaeum* retains the right to refuse any ad for any reason. All advertising phraseology and/or subject matter is subject to editing, altering, approval or rejection by the Student Business Manager and the Student Ad/Editorial Board of *The Daily Athenaeum*.

Ads created by *The Daily Athenaeum* will be available for proofing prior to publication. Proof service is to correct typographical errors and deviations from original layout - not for alterations, size changes or additions of new copy. When proofs are delivered, responsibility for correction is that of the advertiser. Upon approval, *The Daily Athenaeum* is no longer liable for errors. Additional charges may be assessed for more than two proof changes.

Positioning of advertisements in the paper will be done on a request basis and handled as such. Requests for position will be honored when possible but no page position can be guaranteed. Any standard advertising position may be purchased at 25% of the cost of said advertisement when possible (minimum advertising size will be 10 inches.) Position will be sold on a first come, first serve basis. No position will be sold for pages 1 and 4.

Advertising simulating news can be set in body type, but must carry the word "advertisement". Normally, no display advertising will be published upside down, sideways, or in any other manner that is not in keeping with good, traditional newspaper make-up.

## DISPLAY AD DEADLINES

Publication Day	Deadline	Time
MONDAY	THURSDAY	4:30 P.M.
TUESDAY	FRIDAY	4:30 P.M.
WEDNESDAY	MONDAY	4:30 P.M.
THURSDAY	TUESDAY	4:30 P.M.
FRIDAY	WEDNESDAY	4:30 P.M.

Deadline for all advertising space, color, copy and payment is 4:30 p.m. Eastern time, two business days prior to publication. Cancellation or changes in ads cannot be accepted after deadline.



## DISPLAY ADVERTISING RATES

**National Rate / Local Open** .....\$11.64 per column inch  
**Non-Profit Rate / Campus Rate** .....\$8.39 per column inch  
**Monday / Tuesday Discount\*** .....25% OFF  
 \*Run an ad any day of the week Monday through Friday and run the same ad the following Monday AND/OR Tuesday at 25% Discount.

### BULK CONTRACT RATES

100" Annually	.....\$9.54
250" Annually	.....\$8.98
375" Annually	.....\$8.67
500" Annually	.....\$8.37
750" Annually	.....\$8.04
1000" Annually	.....\$7.73
1400" Annually	.....\$7.45
1800" Annually	.....\$7.27
2500" Annually	.....\$7.11

*Contracts run from August 15 to August 15 of the following year. No new business may sign a contract higher than 1,000 inches without special permission. If the terms of an advertising contract are not fulfilled by the expiration date, The Daily Athenaeum will bill for the contract differential.*

### Grand Opening Rate\* ..... \$5.82 per column inch

\*Are you a new local business? Place your Grand Opening Ad for one-half price! Run your first ad of 30" or more and receive 50% off the local open rate. Then run as many ads as you like for the next four weeks at a 25% discount off the local open rate. After the four weeks is over you may sign a local contract with the inches already run being credited toward the total inches needed to fulfill it. Shows, concerts, traveling sales, political ads and other transient advertisers do not qualify for this rate.

## COLOR RATES

You have a variety of color choices in every issue of *The Daily Athenaeum*. Demographics show that color can increase ad awareness by 77%.

**One spot color + black** .....\$155 per page  
**Two spot colors / one pantone + black**.....\$225 per page  
**Full Process Color** ..... \$265 per page



## INSERTS

**A single sheet insert (8 1/2 x 11") is \$595.00**

2-4 pages	.....\$661.00
6-8 pages	.....\$695.00
10-12 pages	.....\$730.00
14-16 pages	.....\$765.00
18-20 pages	.....\$795.00
22-24 pages	.....\$835.00

*The Daily Athenaeum* has a flat rate for inserting advertising material. Charges are based on 15,000 circulation. Reservations must be made 7 days in advance of publication with *The Daily Athenaeum* Advertising Supervisor, Bonnie Loughry, phone #(304) 293-4141. All inserts require acceptance of sample copy by *The Daily Athenaeum* before scheduling. If preprints are shipped without gaining prior notice of acceptability, The DA will not be responsible for loss or return of shipment.

**Inserts must be received at The Times West-Virginian, 123 Taft St., Fairmont, WV 26554, Attn: Jim Short, Phone #(304) 367-2563 by one week prior to insertion.**

## CLASSIFIEDS

### CLASSIFIED ADS - LINE RATES

1 Day	.....\$4.80
2 Days	.....\$8.80
3 Days	.....\$12.00
4 Days	.....\$16.00
5 Days	.....\$20.00

20 word maximum. For each word over 20 - 20¢/word extra  
 1 pt. rule around line ad - \$2.50/day extra  
 All Words Bold - \$2.00/day extra

### CLASSIFIED ADS - DISPLAY RATES

	*Contract	Non-Contract
1x2 "	.....\$20.87	.....\$24.32
1x3"	.....\$31.31	.....\$36.48
1x4"	.....\$41.74	.....\$48.64
1x5"	.....\$52.18	.....\$60.80
1x6"	.....\$62.61	.....\$72.96
1x7"	.....\$73.05	.....\$85.12
1x8"	.....\$83.48	.....\$97.28

\*Deadline is 12:00 p.m. the day before publication. Contract rates apply only if at least 1/2 of available run dates are used during a one (1) month period.

## MECHANICAL SPECS

Broadsheet Format 6 col x 20.75" depth

Columns	Picas	Inches
1	.....11	.....1.833"
2	.....22p9	.....3.792"
3	.....34p6	.....5.750"
4	.....46p3	.....7.708"
5	.....58p	.....9.667"
6	.....69p9	.....11.625"

Tabloid Format 5 col x 11.375" depth

Columns	Picas	Inches
1	.....11	.....1.833"
2	.....22p9	.....3.792"
3	.....34p6	.....5.750"
4	.....46p3	.....7.708"
5	.....69p9	.....9.667"

## SPECIAL SECTIONS

### CROSSWORDS & COUPONS



The Daily Athenaeum has created a brand new promotion opportunity! The Daily Athenaeum's Crossword Puzzle is one of the most noticeable sections in our paper and is now available for sponsorship. The sponsorship is 3 columns wide by 1 inch deep and will run directly below the crossword puzzle. The normal advertising deadlines apply. A premium

rate of \$200.00 will be charged for a weekly sponsorship (5 consecutive run dates) and \$750 for a monthly sponsorship (4 consecutive weeks). This sponsorship will only advertise non alcohol promotions due to the content that appears daily in the Campus Calendar. Please call our office for additional information.

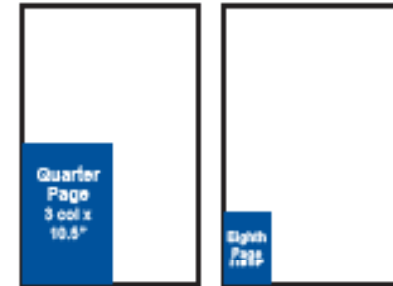
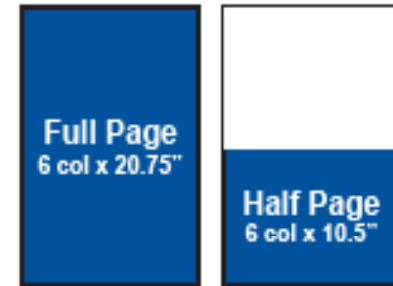
### FOOTBALL SATURDAY EXTRA



Advertise in this special football edition to be published for all home football games. Catch all the fans that will be in town for the weekend. As a special bonus we are offering multiple-run discount contract rates. Most fans will seek entertainment, food and lodging during their stay in Morgantown - spending an estimated \$45.00 per person or \$3 million plus per home game.

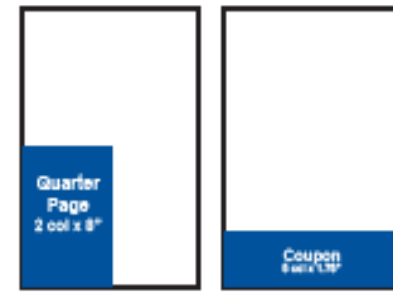
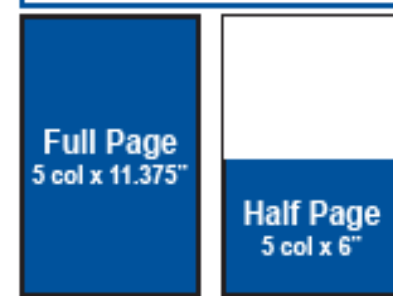
For further details or to have a sales executive come to your business. **CALL (304) 293-4141 TODAY!**

## Regular Edition

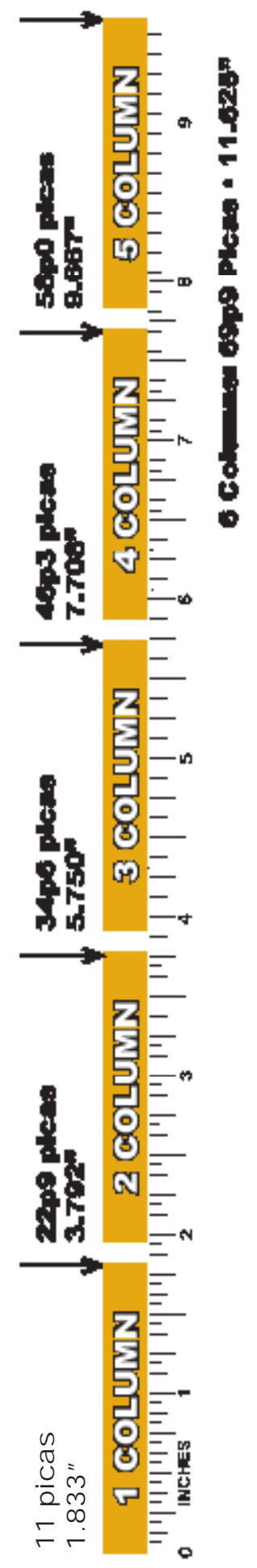


Full Page 6 col x 20.75" \$1449.18	Half Page 6 col x 10.5" \$733.32
Quarter Page 3 col x 10.5" \$366.66	Eighth Page 2 col x 8" \$186.24

## Tabloid Edition



Full Page 5 col x 11.5" \$669.30	Half Page 5 col x 6" \$349.20
Quarter Page 2 col x 8" \$186.24	Coupon 5 col x 1.85" \$55.00





# DEMOGRAPHICS



## WHY DO I NEED THE STUDENT MARKET

The Daily Athenaeum provides the only way for advertisers to reach the entire West Virginia University community. For over 100 years, The Daily Athenaeum has been the voice of the Mountaineers. It is published Monday through Friday during the regular school year. It is the 9<sup>th</sup> largest circulation newspaper in the state of West Virginia and the only daily collegiate publication in the state.

Our newspaper offers total market coverage of the university, reaching a 1 billion dollar market. The market has an estimated 42,000 readers - 26,000 students, 5,000 Grad Students, 6,500 faculty and staff and 5,000 Medical Center employees. The Daily Athenaeum offers you this market - one that is virtually unattainable through any other advertising medium. Where else can you find such a concentrated market with thousands of potential new customers each year?

## The Daily Athenaeum Statistics:

- 82% of students frequently read newspaper advertisements for groceries
- 95% of faculty and staff frequently read newspaper advertisements for groceries
- 48% of students frequently read newspaper advertisements for clothing
- 45% of faculty and staff frequently read newspaper advertisements for clothing
- 62% of students on average spend up to \$50 in groceries per week.
- 71% of faculty and staff spend \$50 or more in groceries per week.
- 78% of students eat out 1-3 times per week
- 80% of faculty and staff eat out 1-3 times per week
- 59% of students use coupons that are advertised in the Daily Athenaeum
- 74% of faculty and staff use coupons that are advertised in the Daily Athenaeum
- 85% of students have cars or access to cars on campus
- 63% of students have opened a bank account in Morgantown

## WHO ARE WVU STUDENTS AND STAFF?

### EDUCATIONAL LEVEL

Undergraduate.....	20,590
Graduate.....	5,105
First-Professional.....	1,420
Total Enrollment.....	<b>27,115</b>

### AGE

20 and under .....	44%
21 and over.....	56%
Average Age .....	23.36 years old

### GENDER

Male Students.....	52%
Female Students .....	48%

### HOUSING

On-Campus .....	20.5%
Off-Campus .....	79.5%

### NUMBERS

Students .....	27,115
Faculty / Staff / Employees.....	7,566
Total.....	<b>35,281</b>

## CIRCULATION FACTS

### DISTRIBUTION AREAS

Libraries and Classroom Buildings.....	52%
Dining Halls and Student Buildings .....	30%
Downtown Campus .....	10%
Evansdale Campus .....	8%

# 2007-2008 PUBLICATION & SPECIAL PROMO SCHEDULE

## FALL SEMESTER 2007

Pub Date	Deadline
Back to School Aug. 17	Aug. 10
Half-Price Pick Up Sale Aug. 20	Aug. 16
Parent's/Stadium Edition - W. Michigan Aug. 31/Sept. 1	Aug. 28
Coupon Clipper Sept. 12	Sept. 7
Stadium Edition - East Carolina Sept. 21/22	Sept. 18
Health & Recreation Guide Oct. 3	Sept. 28
Downtown Pages Oct. 12	Oct. 8
Diversity Week Tab Oct. 15	Oct. 10
Stadium Edition - Mississippi State Oct. 19/20	Oct. 16
Halloween Pages #1 Oct. 29	Oct. 24
Halloween Pages #2 Oct. 31	Oct. 24
Mountaineer Week Tab Nov. 2	Oct. 30
Coupon Clipper Nov. 7	Nov. 2
Stadium Edition - Louisville Nov. 8	Nov. 5
Stadium Edition - UCONN Nov. 24	Nov. 15
Stadium Edition - Pitt Nov. 30/Dec. 1	Nov. 27
Holiday Gift Guide Dec. 7	Dec. 4
Half-Price Sale Dec. 10	Dec. 6

## SPRING SEMESTER 2008

Pub Date	Deadline
Back-to-Books Jan. 14	Jan. 10
Housing Guide Jan. 16	Jan. 11
Coupon Clipper Jan. 30	Jan. 25
Capital Classic - WVU vs. Marshall TBA	TBA
Valentine Pages #1 Feb. 12	Feb. 7
Valentine Pages #2 Feb. 14	Feb. 7
Valentine Classified Edition Feb. 14	Feb. 13
Spring Tabloid Feb. 20	Feb. 15
Big East Preview Tab TBA	TBA
NCAA Pages TBA	TBA
St. Patrick's Day Pages #1 Mar. 13	Mar. 10
St. Patrick's Day Pages #2 Mar. 14	Mar. 10
Weekend of Honors Tab TBA	TBA
Coupon Clipper Apr. 16	Apr. 11
Half-Price Sale May 5	May 1

## SUMMER SEMESTER 2008

Pub Date	Deadline
Graduation Edition May 16	May 14
Freshman Survival Guide May 29	May 22
Summer Coupon Clipper Jun 18	Jun. 13

Blue Denotes Publishing Days Gold Denotes Special Section

August 2007						
S	M	T	W	T	F	S
		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 2007						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 <sup>30</sup>	24	25	26	27	28	29

October 2007						
S	M	T	W	T	F	S
	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			

November 2007						
S	M	T	W	T	F	S
					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 2007						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 <sup>30</sup>	24 <sup>31</sup>	25	26	27	28	29

January 2008						
S	M	T	W	T	F	S
		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 2008						
S	M	T	W	T	F	S
					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 2008						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 <sup>30</sup>	24 <sup>31</sup>	25	26	27	28	29

April 2008						
S	M	T	W	T	F	S
		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			

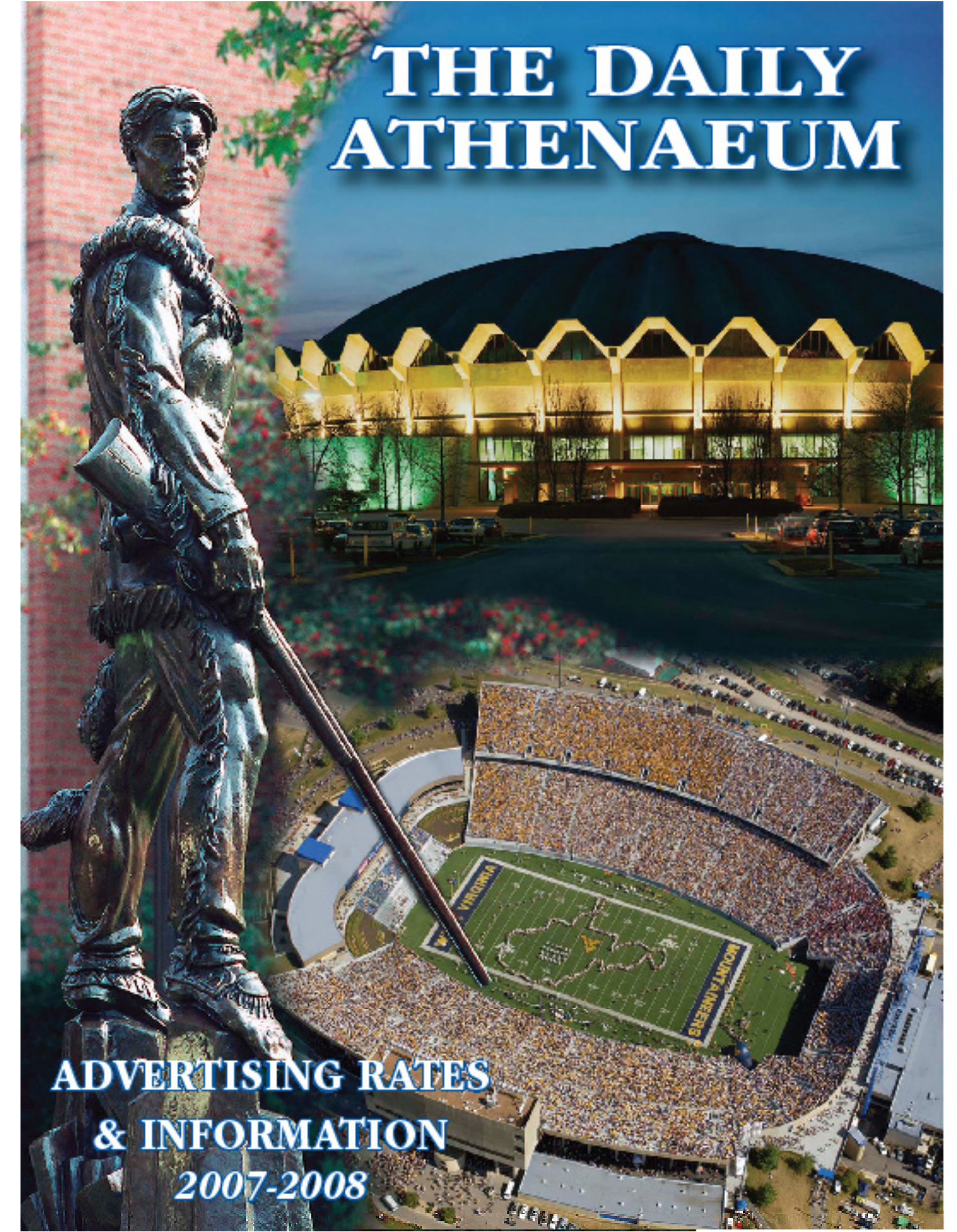
May 2008						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

June 2008						
S	M	T	W	T	F	S
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					

July 2008						
S	M	T	W	T	F	S
	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		

## 2007 Mountaineer Football

Sept. 1 .... (Parents Day) Western Michigan  
 Sept. 22 ..... East Carolina  
 Oct. 20 ..... (Homecoming) Mississippi State  
 Nov. 8 ..... (Mountaineer Week) Louisville  
 Nov. 24 ..... UCONN  
 Dec. 1 ..... Pitt



## READERSHIP PERCENTAGE

The **DAILY ATHENAEUM** 71%

Other Newspapers 32%

Source: The Daily Athenaeum Survey, June 2006