

# DAILY NEXUS

## UCSB Campus Profile

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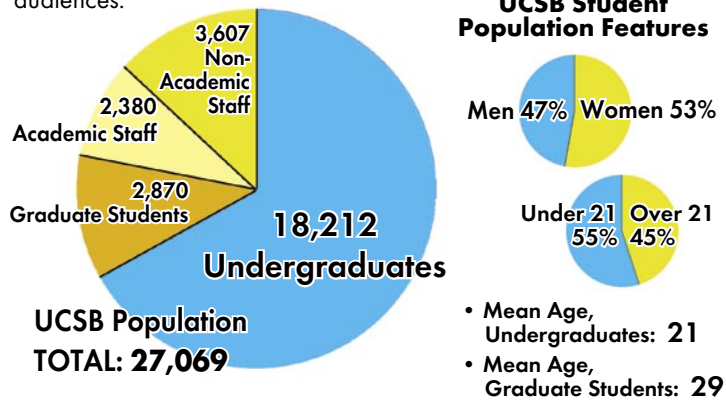
## 2007-08 Rates

# DAILY NEXUS

## Policies & Contact Information

### THE DAILY NEXUS: YOUR CONNECTION TO \$75 MILLION IN STUDENT SPENDING

Every day, the Nexus reaches UCSB's 21,082 students – plus nearly 6,000 full-time faculty and staff. Our competitive rates make us your best value to reach one of the region's most desirable audiences.



Source: 2006-07 Campus Profile, University of California Santa Barbara

At a time when businesses throughout the Central Coast – and throughout the nation – are working hard for the dollars of the youth market, we're here to work for you to make it happen.

Every day, Monday through Friday, the Nexus print edition is delivered FREE at 82 locations on campus and in the community during the school year. We also offer attractive rates for our lineup of special sections like Back to School, Holiday Gift Guide, My Baby's Graduating and Career Guide and for weekly special



feature sections like On the Menu, Artsweek and Monday Sports. The most recent survey of college newspaper readership shows that 44 percent of undergraduates read their campus paper "frequently" and 76% read it least once a month – far more often

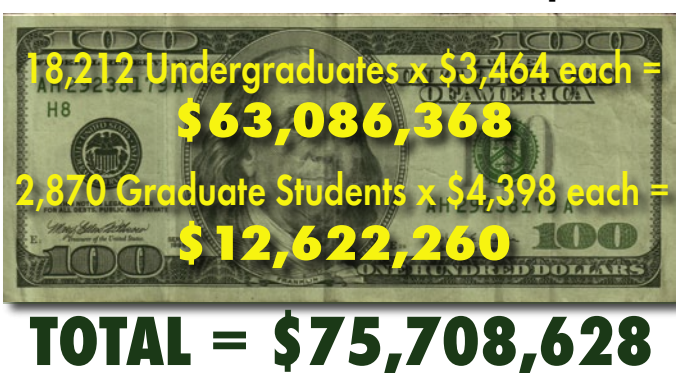
than they read the local, non-campus newspaper.\*

With its broad reach to the UCSB audience, the Nexus also gives you access to thousands of college-educated, affluent adult consumers each day – plus thousands more alumni and parents with students at the university who read it online.

**The Daily Nexus: Your best value in local media advertising.**

\*Source: 2006 College Newspaper Readership Survey  
Y2M: Youth Media & Marketing Networks

### Estimated Annual Personal Expenses



**Local Rate:**  
\$10.70 per column inch.  
Available to advertisers with a business located in Santa Barbara County.

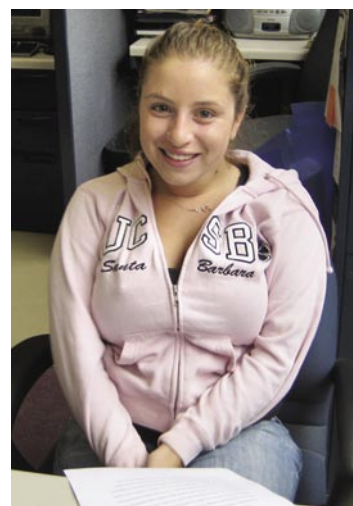
**Frequency Local Contract Rates:**  
Contract must be fulfilled by the end of the quarter in which the contract is signed:  
3-5 Insertions (min. 2 col. inches) – \$9.45  
6-9 Insertions (min. 2 col. inches) – \$8.61  
10+ Insertions (min. 2 col. inches) – \$7.85

**National Rate:**  
\$10.85 per column inch.  
Available to all national (non-local) advertisers.

**Agency Rate:**  
\$19.75 per column inch.

**Campus Rate:**  
\$9.65 per column inch.  
Available to UCSB departments, clubs, organizations & individuals.

**Nonprofit Rate:**  
\$9.75 per column inch.



**Advertising Special Sections:**  
Monday Sports and Thursday Artsweek available in quarter-page ad size only. \$175 per ad up to 2 ads or 1/2 page.  
**All Other Special Sections:**  
Quarter-page ad size only. \$185 per ad up to 2 ads or 1/2 page.



**Coupon Advertising:**  
Every other Tuesday coupons are featured in a pull-out section.  
1 coupon – \$85  
2 coupons – \$95  
3 coupons – \$120  
4 coupons – \$145  
8 coupons – \$275

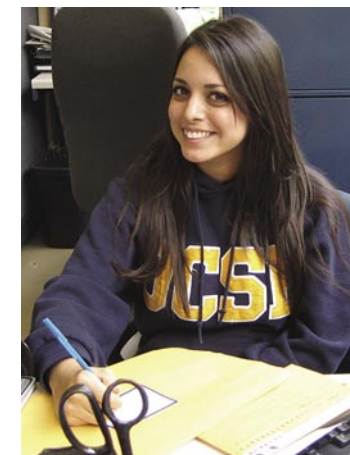
**Feature Advertising:**  
2.5" x 2.5" advertisement located daily at the top of one of the following features:  
**Crossword, Horoscope or Sudoku**  
There are three spaces available per day so please reserve early, once reserved there are no cancellations.  
**Selective Day Rate:**  
\$50.00 / day  
**Quarter Reservation:**  
\$2,000.00 / per quarter (47-49 insertions)

**Display Classified Advertising Local Rate:**  
\$13.85 per column inch.

**Frequency Local Display Classified Rate:**  
Contract must be fulfilled by the end of the quarter in which the contract is signed:  
3-5 Insertions (min. 1 col. inch) – \$12.60  
6-9 Insertions (min. 1 col. inch) – \$11.85  
10+ Insertions (min. 1 col. inch) – \$11.11

**Campus Rate:**  
\$9.65 per column inch  
Available to UCSB clubs, departments, organizations & individuals.

**National Rate:**  
\$14.00 per column inch  
Available to all national (non-local) advertisers.



**Agency Rate:**  
\$21.75 per column inch.

**Color Prices:**  
Spot Color – \$110.00 per color  
Full Process Color – \$440.00



**Inserts:**  
Full Run  
1-4 page insert – \$760.00  
Up to 8 pages – \$780.00  
Up to 16 pages – \$800.00  
For inserts over 16 pages please call for a quote.



**Online Rates:**  
Front-Page Horizontal  
Half-Banner Ad (234 x 60)  
1 to 2 weeks – \$150/week  
3 or more weeks – \$125/week

Section Front Page  
Horizontal  
Banner Ad (468 x 60)  
1 to 2 weeks – \$125/week  
3 or more weeks – \$100/week

Square Ad (250 x 250)  
1 to 2 weeks – \$150/week  
3 or more weeks – \$125/week

Button Ad (125 x 125)  
1 to 2 weeks – \$75/week  
3 or more weeks – \$50/week

### Policy Briefs

**AD CONTENT:** The Daily Nexus reserves the right to refuse any advertising unsuitable for publication. All advertising is subject to approval of the newspaper.

**PAYMENT:** Advertising must be paid for at time of placement.

**LIABILITY:** Financial adjustments and "make goods" will be made at the discretion of the Advertising Manager, and will not exceed the cost of the original advertisement.

**ADVERTISING MATERIALS:** The Daily Nexus keeps advertising materials on file for 60 days. All materials will be returned to the advertiser on request.

**PROOFS:** Proofs will be provided to advertisers if requested at least five working days in advance.

**TEAR SHEETS:** Tear sheets will be mailed on request.

**CANCELLATION:** Cancellation of advertising space is accepted until the deadline for space reservation. 50 percent of the ad's cost will be charged if it is cancelled after the deadline.

**POSITION:** Requests for position are granted whenever possible. A specific page may be reserved for an additional \$25 charge, if available.

**COPY:** Camera-ready copy in digital form is preferred. PDF format is preferred, TIFF or JPEG is also acceptable. Ads saved in the specific program they are created in will be accepted only if it is possible for the Daily Nexus to read and use them.

**RESERVATIONS:** You must contact the Advertising Office (805) 893-3828 or your Ad Representative to reserve an ad. They will provide you with any further information and ad submission information.

**DEADLINES:** Display Ads: Space and copy by noon, two (2) working days before publication. Classified Ads: (liners) by 4 p.m., two working days before publication. Special issues: space and copy deadlines information available from your advertising representative or by calling (805) 893-3828.

**THE DAILY NEXUS** has the right to cancel any advertisements that have not been paid for by the scheduled run date.

### Distribution

The Daily Nexus is distributed free on campus by 8:00 a.m. to circulation boxes located in high traffic areas. In Isla Vista, the local campus community, the Daily Nexus is distributed free at 82 locations.

### Circulation

11,000 daily. The Daily Nexus is published Monday through Friday when the university is in session, with 143 publishing days for the 2007-2008 school year.

### Contact Information

**Website:** [www.dailynews.com](http://www.dailynews.com)

**PHONE AND FAX NUMBERS:**  
(805) 893-3828 OR  
(805) 893-3829  
FAX (805) 893-2789

**EMAIL CLASSIFIED ADS:**  
[nexusclassifieds@sa.ucsb.edu](mailto:nexusclassifieds@sa.ucsb.edu)  
**DISPLAY ADS:**  
[production@dailynews.com](mailto:production@dailynews.com)

**MAILING ADDRESS:**  
P.O. Box 13402 UCen  
Santa Barbara, CA 93107

**FEDERAL EXPRESS ADDRESS:**  
Storke Communications  
Building  
Room 1041, UCSB  
Santa Barbara, CA 93106