

2021-2022

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The Daily Nexus

Ad Rates & Information



**University of
California
Santa Barbara**

CUSTOM AD DESIGN

PRINT AND ONLINE:

Affordable custom design is available for print and online advertisements. For a quote, email production@dailynews.com.

POLICY BRIEFS

AD CONTENT:

All advertising is subject to approval by the Daily Nexus, which reserves the right to refuse any advertising unsuitable for publication. Any advertising artwork created by the Nexus is property of the newspaper and cannot be used without written permission.

RESERVATIONS:

Contact the Advertising Office or your Ad Representative to reserve ad space. You will be provided with further information about ad submission.

DEADLINES:

Space and copy for print edition is due by noon, two working days before publication.

PAYMENT:

Advertisements must be paid for at the time of placement. The Daily Nexus reserves the right to cancel any advertisements that have not been paid for by the scheduled run date.

CANCELLATION:

Cancellation of advertising space is accepted until the deadline for space reservation. If the ad is cancelled after deadline, 50 percent of the ad's cost will be charged.

LIABILITY:

Financial adjustments and "make goods" will be made at the discretion of the Publications Director and will not exceed the cost of the original advertisement.

PROOFS AND TEAR SHEETS:

Proofs will be provided to advertisers if requested at least five working days in advance. Tear sheets also will be mailed upon request.

POSITION:

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

CLASSIFIEDS:

For information, rates or to place Classified advertising, go to www.dailynews.com/advertising/classified-ads.

DISTRIBUTION:

The Daily Nexus is distributed free on campus and in Isla Vista, the local university community, to circulation boxes and businesses in-high traffic areas at 80 locations.

CIRCULATION:

4,000 daily- The Daily Nexus is published in print Thursdays when the university is in session, and daily online with 30 publishing days for the 2016-2017 school year.

CONTACT US:

Phone:
805-893-3828

Mailing Address:
PO Box 13402
UCEN, Santa Barbara, CA 93107

FedEx Address:
Storke
Communications Building,
Room 1041, UCSB, Santa Barbara,
CA 93117

PRINT ADS AND SIZES

PRINT ADS

LOCAL RATE:

\$13.65 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) — \$12.40
- 6-9 Insertions
(min. 2 col. inches) — \$11.56
- 10+ Insertions
(min. 2 col. inches) — \$10.80

NATIONAL AND AGENCY RATE:

\$14.45 per column inch — Available to all national (non-local) advertisers.

\$24.70 per column inch — Available to all agency advertisers.

CAMPUS RATE:

\$12.60 per column inch — Available to UCSB departments, clubs, organizations and individuals.

NONPROFIT RATE:

\$12.70 per column inch.

COLOR PRICES:

Spot Color — \$110 per color
Full-Process Color — \$440

PUZZLES:

2.5" x 2.5" ad featured with Crossword, Horoscope or Sudoku puzzles. Once reserved, there are no cancellations.

Selective day rate — \$50/day
Quarter reservation — \$2,000/per quarter

INSERTS:

- 1-4 page insert — \$800
- Up to 8 pages — \$850
- Up to 16 pages — \$900

For inserts over 16 pages, please call for a quote.

AD DIMENSIONS AND STANDARDS:

Each page is six columns wide (78 picas) and 13" tall. The Daily Nexus is printed offset and is web-fed. Full-color artwork should be CMYK, black and white artwork should be grayscaled. All artwork should be 300dpi and emailed to production@dailynews.com.



Full Page
6 col x 20.75"

Half Page Horizontal
6 col x 10.25"



Half-Vertical
3 col x 20.75"

Half-Letter
4 col x 15.55"



Quarter-Standard
3 col x 10.38"

Quarter-Block
4 col x 7.785"



Quarter-Block
4 col x 7.785"

Eighth-Block
3 col x 5.19"



Gaucho Ad Size
3 col x 6.5" - \$185

Ole Ad Size
6 col x 6.5" - \$370

Columns and Inches wide

1	2.0278
2	4.2222
3	6.4167
4	8.6111
5	10.8056
6	13.0000
12.5	26.7500

Ad depth = 20.75 inches

ONLINE AD RATES AND SIZES

Advertising with dailynexus.com will help you increase your numbers among UCSB students, faculty, and staff. In addition, dailynexus.com reaches thousands of college educated affluent adult consumers in the area and thousands more alumni and parents that visit dailynexus.com to stay connected!

FRONT LEADERBOARD 728X90 \$220

DAILY NEXUS

Sunday, June 12, 2016

Advertising About Staff/Contact Donate

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

NEWS SPORTS OPINION ARTSWEK SCIENCE & TECH ON THE MENU VIDEO PHOTO NEXUSTENTIALISM CLASSIFIEDS



PHOTO | June 11, 2016
In Photos: Year in Review 2015-2016
by Daily Nexus Photography

Recap the 2015-2016 school year through pictures from Daily Nexus photographers.
[read more](#)

SPORTS | June 12, 2016
Walk-Off Grand Slam Sends Gauchos To First Ever College World Series
by Jorge Mercado

UCSB knocked off No. 2 Louisville in one of the most wild finishes in UCSB baseball history.
[read more](#)

UC NEWS | June 5, 2016
UCSB Police Assist UCLA after Shooting, Boost Presence at Home
by Nicholas Rogel-Burroughs

Less than 24 hours after the shooting at UCLA, six members of the UCSB Police Department arrived in Los Angeles to aid local officers.
[read more](#)

NEWS | June 2, 2016
Interfraternity Council Did Not Bribe Voters, Committee Says
by Supriya Yellmel

After investigating bribery allegations against the Interfraternity Council (IFC), a UC Santa Barbara committee says it has found no evidence of wrongdoing.
[read more](#)

Google+ +1

MEDIUM RECTANGLE
300X250
\$120

Twitter by @dailynexus

Daily Nexus
@dailynexus
VIDEO: UCSB hit a walk-off grand slam to send the Gauchos to their first ever College Baseball World Series.
[dailynexus.com/2016-06-12/...](http://dailynexus.com/2016-06-12/)



Walk-Off Grand Slam Se...
UCSB knocked off No. 2 L...
[dailynexus.com](#)

Embed View on Twitter

MIDDLE LEADERBOARD 728X90 \$200

News

UCSB Class of 2016 Looks to Life After Graduation
June 2, 2016 by Supriya Yellmel



As UC Santa Barbara's graduating class prepares to walk the line next week, nearly 5,000 students are looking to the future for life after college.
[read more](#)

Seravity and Ila Vista Pastor Honored by Red Cross
June 2, 2016 by Nicholas Rogel-Burroughs



Alpha Delta Pi earned the Lifesaving Blood Hero award for its biannual blood drives, and the Rev. Jon Stephen Hodges won the Disaster Services Hero Award.
[read more](#)

Opinion

Stop Bitching and Vote
June 6, 2016 by Nik Frey



Nik Frey urges you to fulfill your civic duty and vote in Tuesday's primary.
[read more](#)

A Response to 'Why You Should Do Acid'
June 3, 2016 by Jackie Kurta



UCSB Alcohol and Drug Program Director Jackie Kurta and members of the Life of the Party organization respond to 'Why You Should Do Acid'.
[read more](#)

Going With the Flow: How To Face the Unknown
June 2, 2016 by Allie Lebus

PRINT EDITION
ONLINE



Every day, The Daily Nexus delivers news and entertainment significant to the UCSB community. The Daily Nexus is the most trusted student news site.

Ads are priced by pageview (the number of times each ad is displayed online) and are sold in blocks of 10,000. Artwork should be in CMYK, 72 dpi resolution.

Format: GIF, JPEG, PNG, or SWF files emailed to: production@dailynexus.com
Artwork deadline: Monday at noon (two working days before publication).

2021-2022

Print Publication Calendar

Sept. Oct. Nov. Dec.

Thursday Thursday Thursday Thursday
23, 30 7, 14, 21, 28 4, 18 2

Jan. Feb. Mar. Apr.

Thursday Thursday Thursday Thursday
6, 13, 20, 27 3, 10, 17, 24 3, 31 7, 14, 21, 28

May Aug.

Thursday Thursday
5, 12, 19, 26 t.b.d.

UCSB Campus Profile

The Daily Nexus: your connection to 620 million
in annual student spending

94%

dine out at a restaurant at least once a month, and two-thirds spend at least \$300 a year dining out.

85%

spend money on spas, beauty treatments, or other personal care each month.

79%

plan to buy a computer, digital camera, stereo system, iPod, mp3 player, or other electronic item in the next 12 months.

75%

buy clothes at least once a month

63%

spend money in bars or night clubs in a typical month

www.dailynexus.com

Our online ads have great CPM rates and, along with our online classified market, are the most cost-effective way to reach students. The Daily Nexus averages over 5,000 views on the website daily and currently over 2,700 followers on social media.