

The Daily Pennsylvanian

ADVERTISING RATES & INFORMATION FOR PENN ON-CAMPUS RECRUITERS 2009-2010

*A list of some of the more than 50 companies
which placed recruitment advertising in
The Daily Pennsylvanian during the past year:*

PriceWaterhouseCoopers
Cornerstone Research
Bain & Company
Bain Capital, LLC
Qatalyst
BlackRock Financial Management L.P.
JP Morgan
Citadel Investment Group, LLC
The Blackstone Group
Embassy of Japan
Army Medical Recruiting
Evercore Partners, Inc.
FTI Consulting
Fidelity Investments
Gleacher Partners, LLC
Accenture
Force Capital Management
Citi
Barclays Capital
Lazard
The Boston Consulting Group
Monitor Group
Oliver Wyman

The editors of The Daily Pennsylvanian are pleased to have this opportunity to provide information you'll find crucial in making plans for recruitment of University of Pennsylvania students this year.

The Daily Pennsylvanian is the award-winning, 125-year-old student newspaper at Penn — the only daily campus publication, and the place Penn students look to for campus news and information. More than 80% of Penn undergraduates read The Daily Pennsylvanian; in all, the paper serves more than 40,000 students, faculty, and administrators. They turn to The Daily Pennsylvanian for its complete package of campus news, sports, announcements, opinion, arts & entertainment, events on campus, national and international news, and much more.

If your company is coming to Penn to recruit, to interview, or to make a presentation, The Daily Pennsylvanian can help maximize the results of the visit by communicating your message to the students you want to attract. Whether you seek students from a broad range of concentrations (such as business majors) or a very narrow target group (bioengineers), for summer internships or permanent employment, we can help find your best prospects.

The Daily Pennsylvanian can be used to reach an interested and enthusiastic market of Penn students — in the place they turn for recruitment information. Your advertising can tell students about your company, about career or specific job opportunities, about an on-campus presentation or reception, or where/when/how to sign up for an interview.

No other campus source talks to as many Penn students as does The Daily Pennsylvanian. If you want Penn to know you're coming, if you want to reach your best prospects, say it in The Daily Pennsylvanian.

In addition, we can extend the reach and longevity of your print advertisements with an inexpensive *online ad* on our web site, *dailypennsylvanian.com*. Our popular Internet site contains each day's newspaper content, searchable archives, blogs, reader polls and much more. With over one million pages viewed each month, *dailypennsylvanian.com* provides high visibility on campus and to Penn parents and alumni.

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On the reverse side, we have provided the key information you will need to plan advertising in The Daily Pennsylvanian — including our rates, publication schedule, and contact information.

We look forward to helping you get the most out of your campus recruiting efforts.

HOW TO CONTACT THE DAILY PENNSYLVANIAN

To place advertising, receive a free copy of our newspaper, or learn more about The Daily Pennsylvanian, a representative of our Advertising Department would be glad to assist you. Please contact us at:

The Daily Pennsylvanian Advertising Department
4015 Walnut Street
Philadelphia, PA 19104

Phone: 215-898-6581
Fax: 215-898-2050
E-Mail: advertising@dailypennsylvanian.com

NATIONAL ADVERTISING RATE

Net National Rate.....\$14.80 per column inch

Ads are priced by the “column inch”: a unit one column wide by one inch tall. To calculate the total cost of an ad, multiply the number of columns wide by the number of inches tall by the rate. (Column dimensions are listed below.)

This is a net rate; there are no advertising agency discounts or commissions available.

Volume contract rates are available with savings from 5% to 10% off the national open rate. Internet advertising opportunities are also available. Contact our advertising department for details.

ADVERTISING DEADLINES

Two business days prior to publication, by 3 p.m.

Ad materials and insertion instructions/authorization are both needed by the ad deadline. It is not necessary to call or write to “reserve space” prior to sending the actual ad.

All advertising must be paid in advance — by the advertising deadline — except for companies which have applied for and received a credit account with The Daily Pennsylvanian.

NOTE: Deadlines for special issues (i.e. Welcome Back Issue) have an earlier deadline of one week prior to publication.

ADVERTISING SIZES & COSTS

The Daily Pennsylvanian is a broadsheet newspaper.

A full page is 10.875 inches wide by 21 inches tall. There are six columns per page.

COLUMNS	PICAS	INCHES
1.....	10p4	1.729”
2.....	21p4	3.558”
3.....	32p4	5.388”
4.....	43p4	7.217”
5.....	54p3	9.046”
6.....	65p3	10.875”

<p>Full Page 6 col. x 21” \$1,864.80</p>	<p>Sample Ad Sizes (Other Sizes Available)</p>
<p>1/2 Page (Vertical) 4 col. x 16” \$947.20</p>	
<p>1/8 Page 2 col. x 8” \$236.80</p>	

<p>1/4 Page 3 col. x 10 1/2” \$466.20</p>	<p>1/8 Page 3 col. x 5” \$222.00</p>
<p>1/2 Page (Horizontal) 6 col. x 10 1/2” \$932.40</p>	

2009-10 PUBLICATION SCHEDULE

SEPTEMBER							OCTOBER							NOVEMBER							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
			1	2	3	4 5						1	2	3	1	2	3	4	5	6	7
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	
27	28	29	30				25	26	27	28	29	30	31	29	30						
DECEMBER							JANUARY							FEBRUARY							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
			1	2	3	4 5						1	2				1	2	3	4 5 6	
6	7	8	9	10		11 12	3	4	5	6	7	8	9	7	8	9	10	11	12	13	
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20	
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27	
27	28	29	30	31			24	25	26	27	28	29	30	28							
MARCH							APRIL							SPECIAL ISSUES							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	Welcome Back Issue 9/3/09 Deadline 8/27/09							
			1	2	3	4 5 6					1	2	3	Spring Finals Issue 4/29/10 Deadline 4/26/10							
7	8	9	10	11	12	13	4	5	6	7	8	9	10	Graduation Issue 5/14/10 Deadline 5/7/10							
14	15	16	17	18	19	20	11	12	13	14	15	16	17	New Student Issue 6/5/10 Deadline 5/7/10							
21	22	23	24	25	26	27	18	19	20	21	22	23	24								
28	29	30	31				25	26	27	28	29	30									

COLOR

SPOT (SINGLE).....\$120.00 per color

PROCESS (FULL).....\$160.00

Regular deadlines apply. Press configuration may limit the location of color ads in an issue.

PAGE GUARANTEES

Guaranteed page placement is available for a premium of 10% of an ad’s space cost, with a minimum charge of \$40. Without this premium, The Daily Pennsylvanian will make every effort to honor requests, but cannot guarantee position. Page guarantees are sold on a first-come, first-served basis, based on availability. Not all page requests are possible due to layout and press configurations.

AD SUBMISSION FORMATS

Ads submitted electronically are preferred. However, basic typesetting is included in the cost of the ad. Ads may be e-mailed to advertising@dailypennsylvanian.com, or supplied on CDs or DVDs. Ads can also be downloaded from Web or FTP sites. The preferred format is a PDF file with all fonts embedded. InDesign, QuarkXPress, Pagemaker, Illustrator and Word files are also accepted; please include all fonts, graphics, etc. Photos should be screened at 100 lpi. Camera ready ads are also accepted.

Advertising materials may be sent by fax to 215-898-2050. Fax instructions, text or rough layouts only; fax quality does not allow logos, photos, or layouts to be used in an ad.