

THE DAILY CALIFORNIAN  
*Media Kit*  
2022–2023

# TABLE OF *Contents*

<b>#</b>	<b><i>About Us</i></b>
<b>#</b>	<b><i>Bundles</i></b>
<b>#</b>	<b><i>Online Advertising</i></b>
#	<i>Online Readership</i>
#	<i>Digital Desktop</i>
#	<i>Digital Mobile</i>
#	<i>Newsletter</i>
<b>#</b>	<b><i>Social Media Advertising</i></b>
#	<i>Facebook</i>
#	<i>Twitter</i>
#	<i>Instagram</i>
<b>#</b>	<b><i>Print Advertising</i></b>
<b>#</b>	<b><i>Sponsored &amp; Advertorial Content</i></b>
<b>#</b>	<b><i>Publication Calendar</i></b>



# About Us

Conversation. Campus. City. Community. Californian.

The Daily Californian is an independent, student-run newspaper covering both UC Berkeley and the city of Berkeley. With a prominent and active readership, the Daily Cal provides news coverage all year round.

Where stories are shared. **Your brand. Your paper. Your story.**

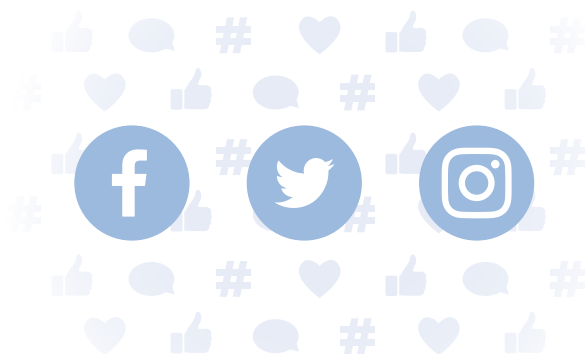


# Bundles

**Curated — for you.** Each brand is unique. We offer customized bundles to help brands reach their target audience.

• 20% OFF

## *All 3 Social Media Platforms*



• 20% OFF

## *Social Media and Online Bundle*



• 25% OFF

## *Print with Online or Social Media*

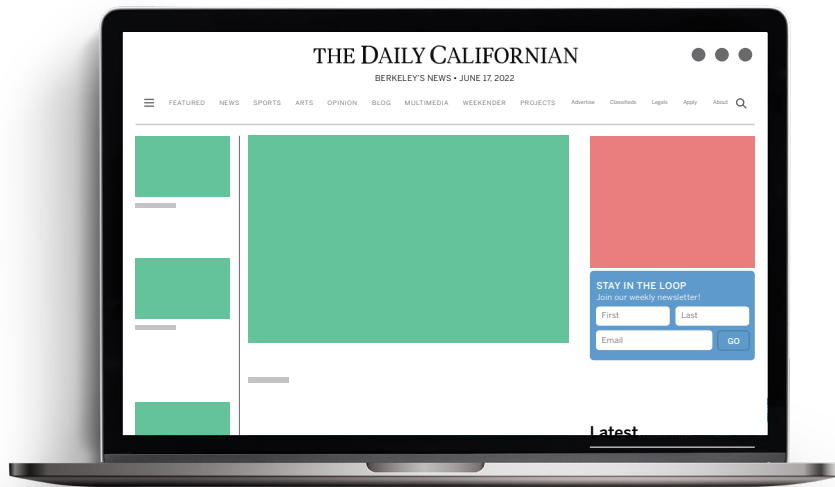


*Inquire about sponsoring online content or print issues!*

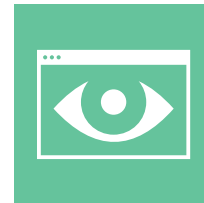
# Online Ad Options

**Dilate your digital engagement.** With the advent of technology and the web, our online presence allows brands to reach communities in Berkeley and beyond.

Elevate your online presence through our varied platform options.

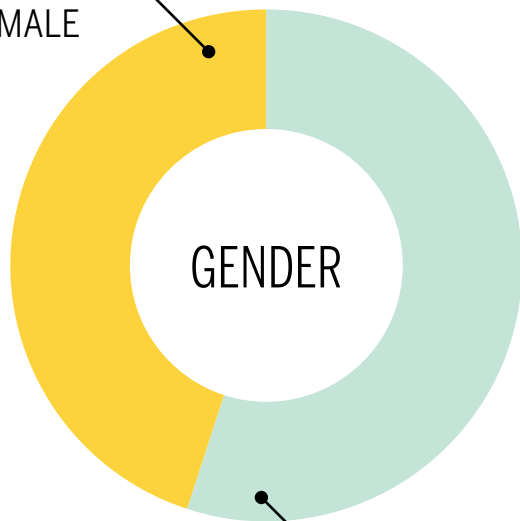


**800,000**  
monthly pageviews

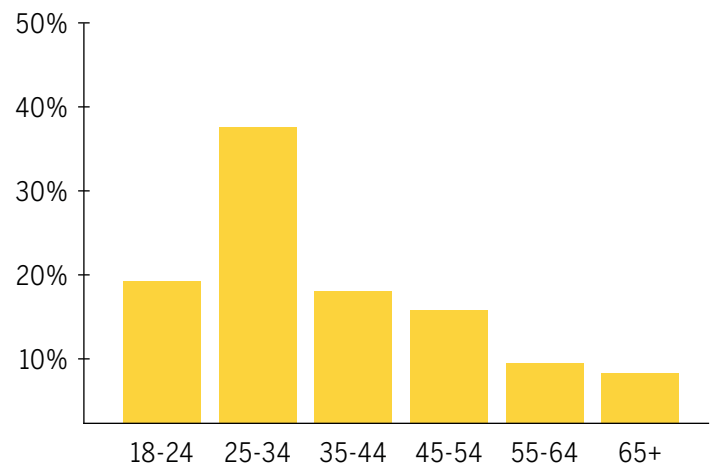


**500,000**  
monthly unique users

**45.3%**  
FEMALE

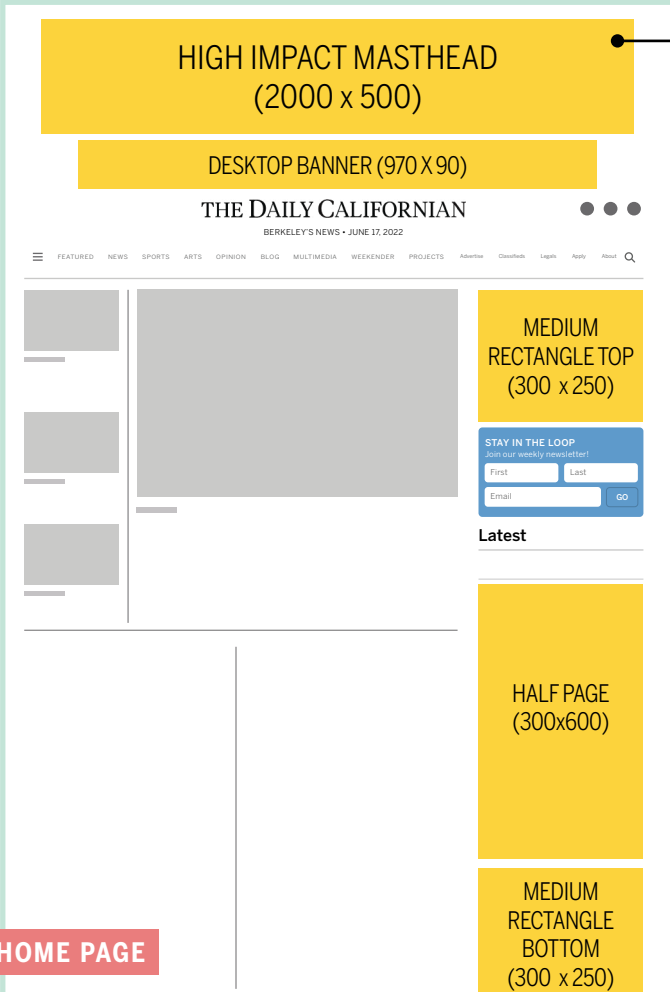


**54.7%**  
MALE

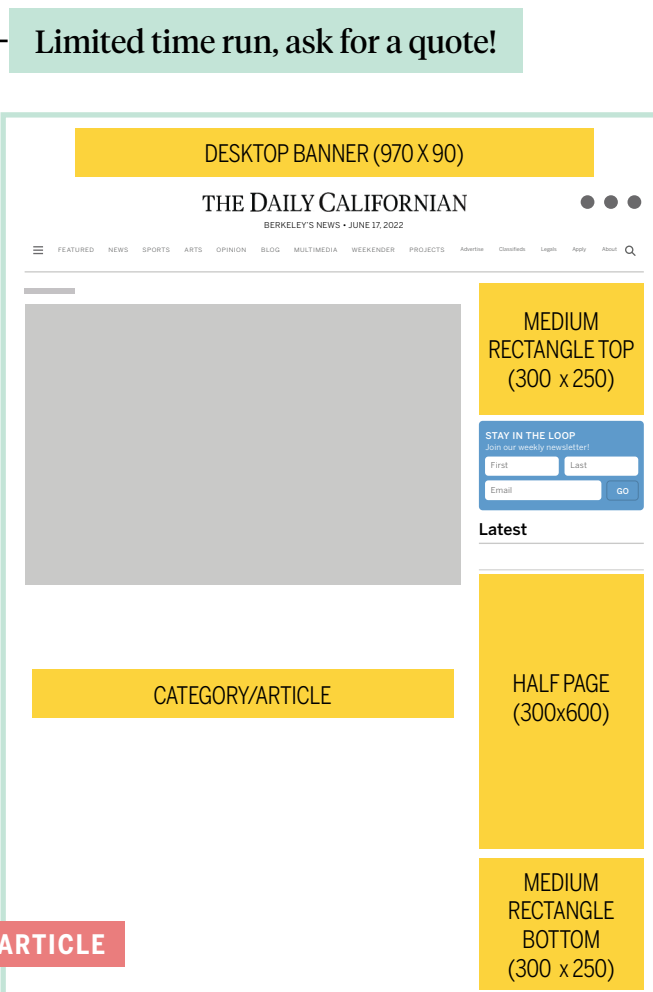


**AGE**

# Digital Desktop



**HOME PAGE**



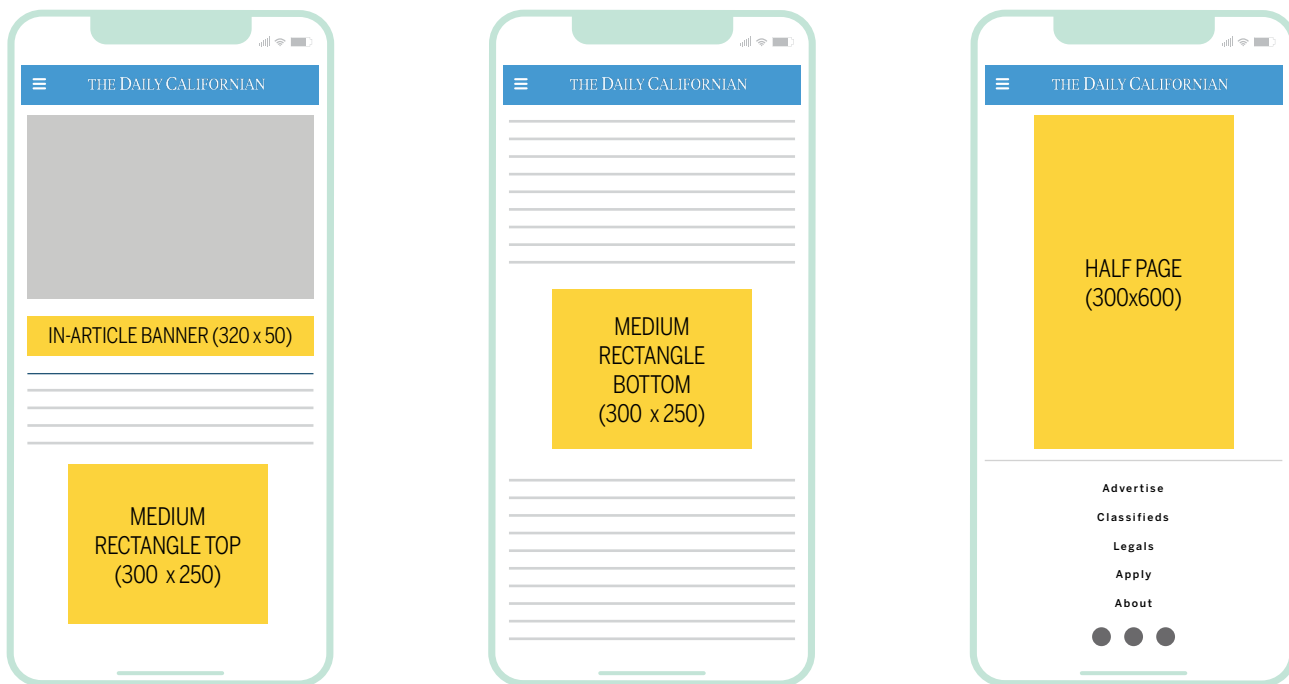
**ARTICLE**

Limited time run, ask for a quote!

Impressions	DESKTOP BANNER	*MED REC TOP	*HALF PAGE	*MED REC BOTTOM	CATEGORY/ARTICLE
<b>25K</b>	\$360	\$400	\$280	\$220	\$300
<b>50K</b>	\$400	\$450	\$320	\$260	\$390
<b>60K</b>	\$470	\$520	\$390	\$330	\$450
<b>75K</b>	\$550	\$600	\$470	\$410	\$550
<b>100K</b>	\$700	\$800	\$670	\$610	\$690
<b>150K</b>	\$950	\$1,050	\$820	\$760	\$840
<b>200K</b>	\$1,100	\$1,200	\$970	\$910	\$990

\* Purchase Medium Rectangle and/or Half Page and your ad is seen on mobile and desktop. Medium Rectangle and Half Page buys can be purchased for desktop or mobile ONLY as well.

## Digital Mobile



Impressions	IN-ARTICLE BANNER	* MED REC TOP	* HALF PAGE	* MED REC BOTTOM
<b>25K</b>	\$320	\$400	\$280	\$220
<b>50K</b>	\$360	\$450	\$320	\$260
<b>60K</b>	\$420	\$520	\$390	\$330
<b>75K</b>	\$525	\$600	\$470	\$410
<b>100K</b>	\$650	\$800	\$670	\$610
<b>150K</b>	\$900	\$1,050	\$820	\$760
<b>200K</b>	\$1,050	\$1,200	\$970	\$910

\* Purchase Medium Rectangle and/or Half Page and your ad is seen on mobile and desktop. Medium Rectangle and Half Page buys can be purchased for desktop or mobile ONLY as well.

## Newsletter Ads

Every Saturday, The Weekly Californian lands in over 4,000 inboxes. Your ad could land with it.

Top Banner (970 x 90px) - \$200

Mid Rectangle (300 x 250px) - \$160

Bottom Banner (970 x 90px) - \$120

# Social Media Options

**Brands in our audience's hands.** Tap into a segment of our online viewership by engaging with our social media portals.

**Boost Your Ad.** Boost your ad by a targeted demographic and guarantee reaches by age, gender, location and keyword interests.

- + 1,000 to 3,500 impressions - \$50
- + 5,000 to 8,000 impressions - \$75
- + 8,500 to 20,000 impressions - \$120

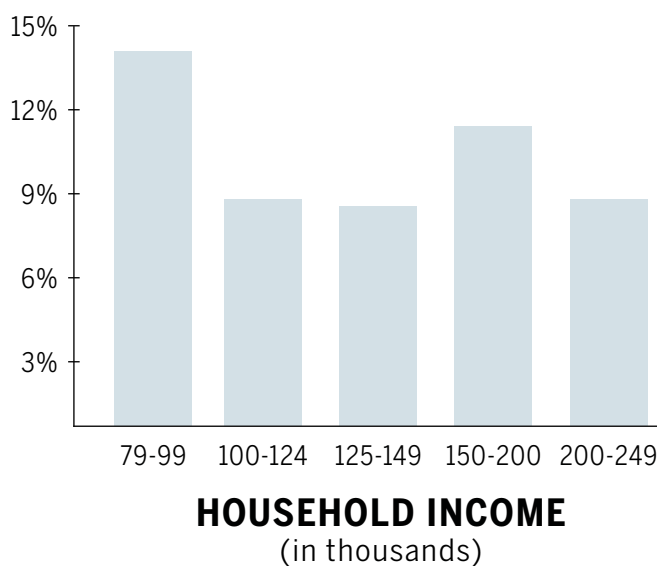
## Twitter



**41,500+**  
Twitter  
followers

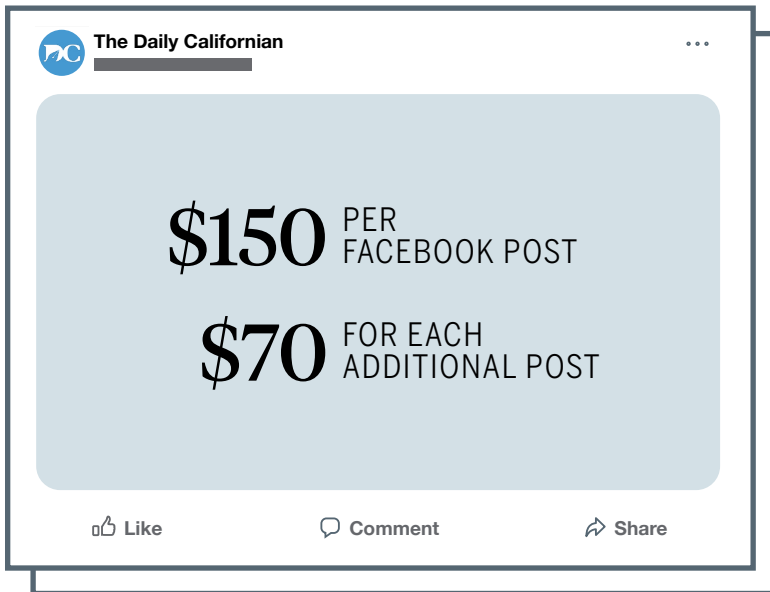


**318,150**  
average  
total monthly  
impressions





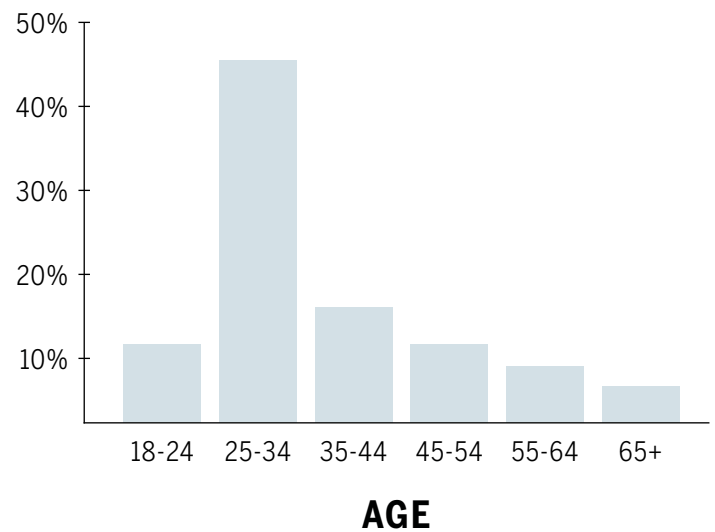
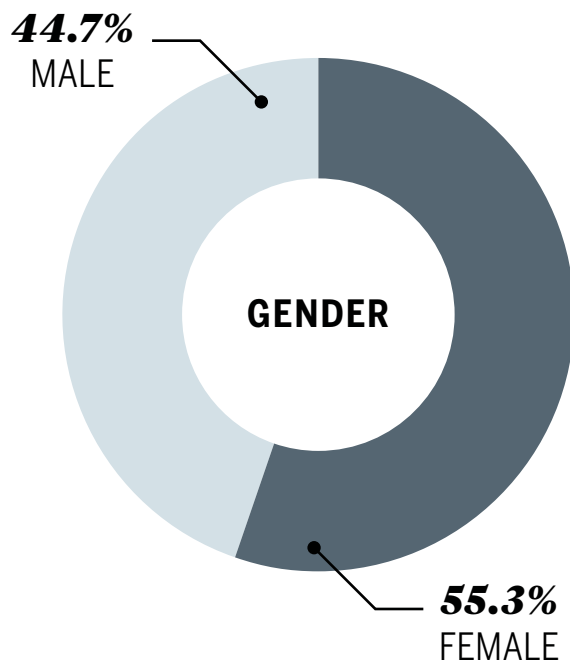
# Facebook



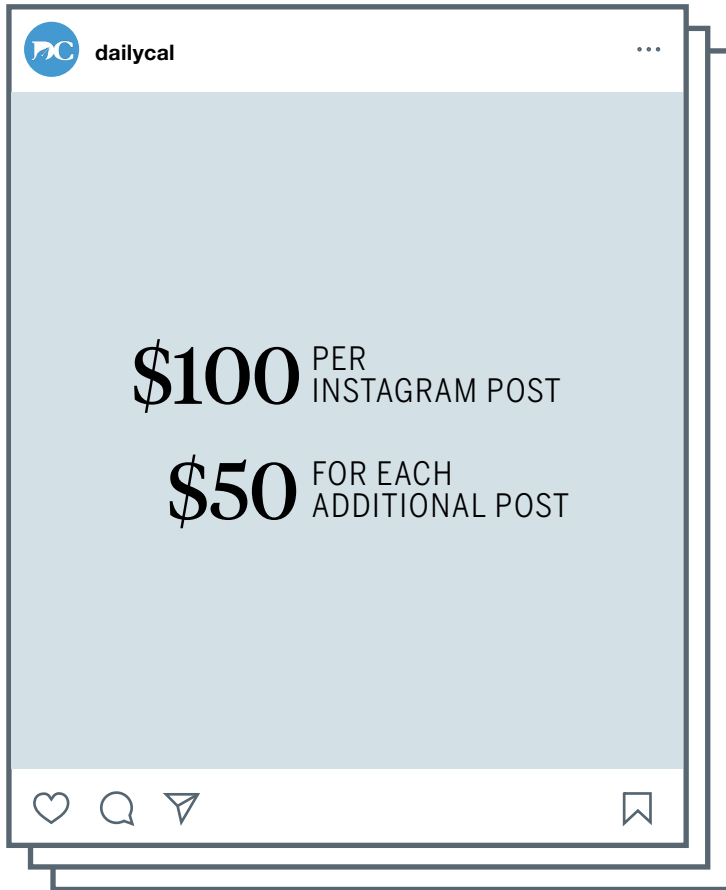
**41,000+**  
Facebook  
followers



**58,829**  
average  
monthly  
page views



# Instagram



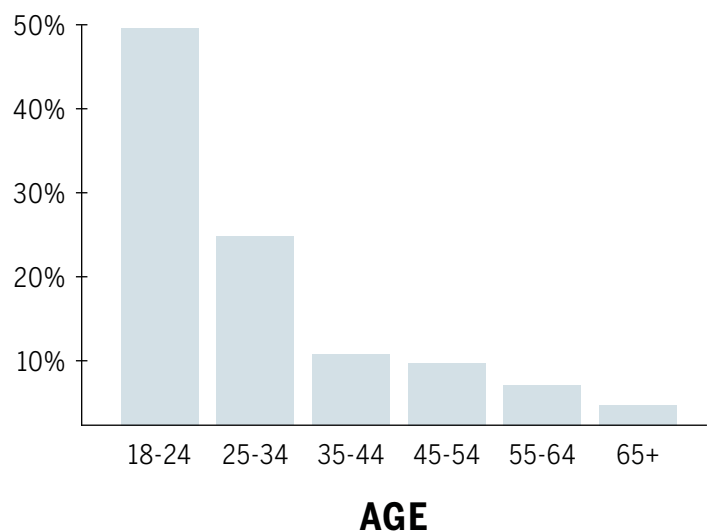
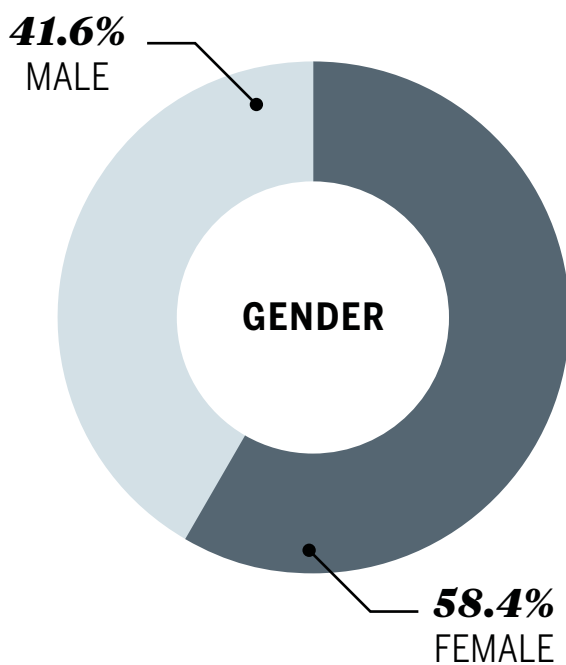
**12,900+**  
Instagram  
followers



**29,900+**  
content  
interactions  
per month



**48,900+**  
accounts  
reached  
per month



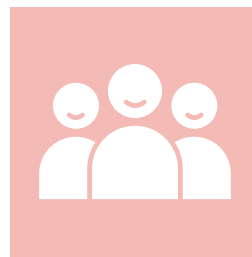
# Print Advertising

**All the news that's fit to print.** Established in 1871, The Daily Californian is the paper of record for the City of Berkeley. The Daily Cal has proudly served the greater Berkeley / Oakland East Bay Area for 150 years. We cover UC Berkeley news and much more, from local city news, sports, US politics, and the Bay Area art and entertainment scene.



**8,000**

copies distributed  
weekly around the  
City of Berkeley



**60,000**

UC Berkeley  
students and  
faculty



**121,000**

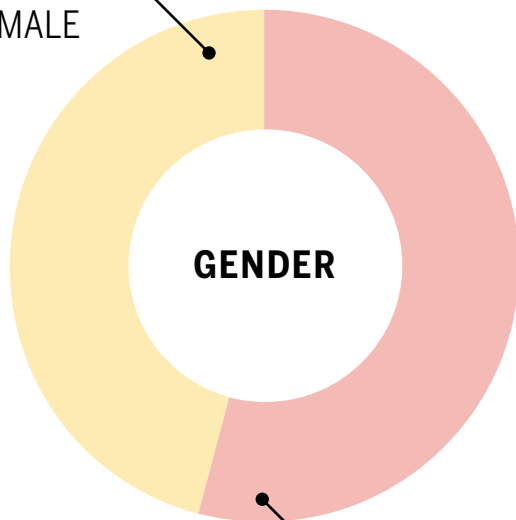
City of Berkeley  
residents



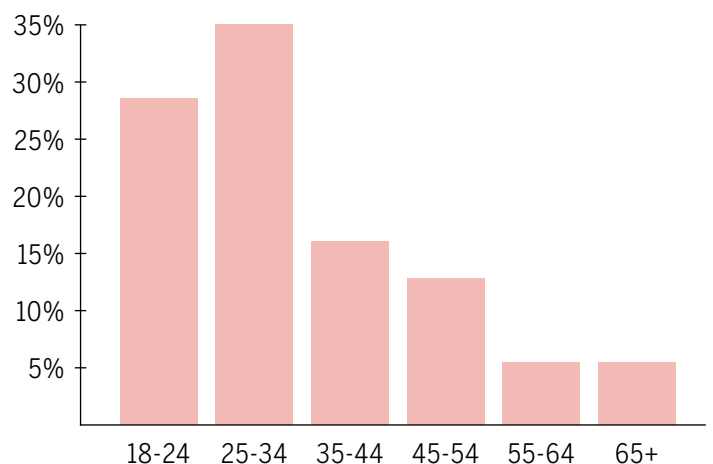
**>7,000**

iEdition page  
views per month

**45.85%**  
FEMALE

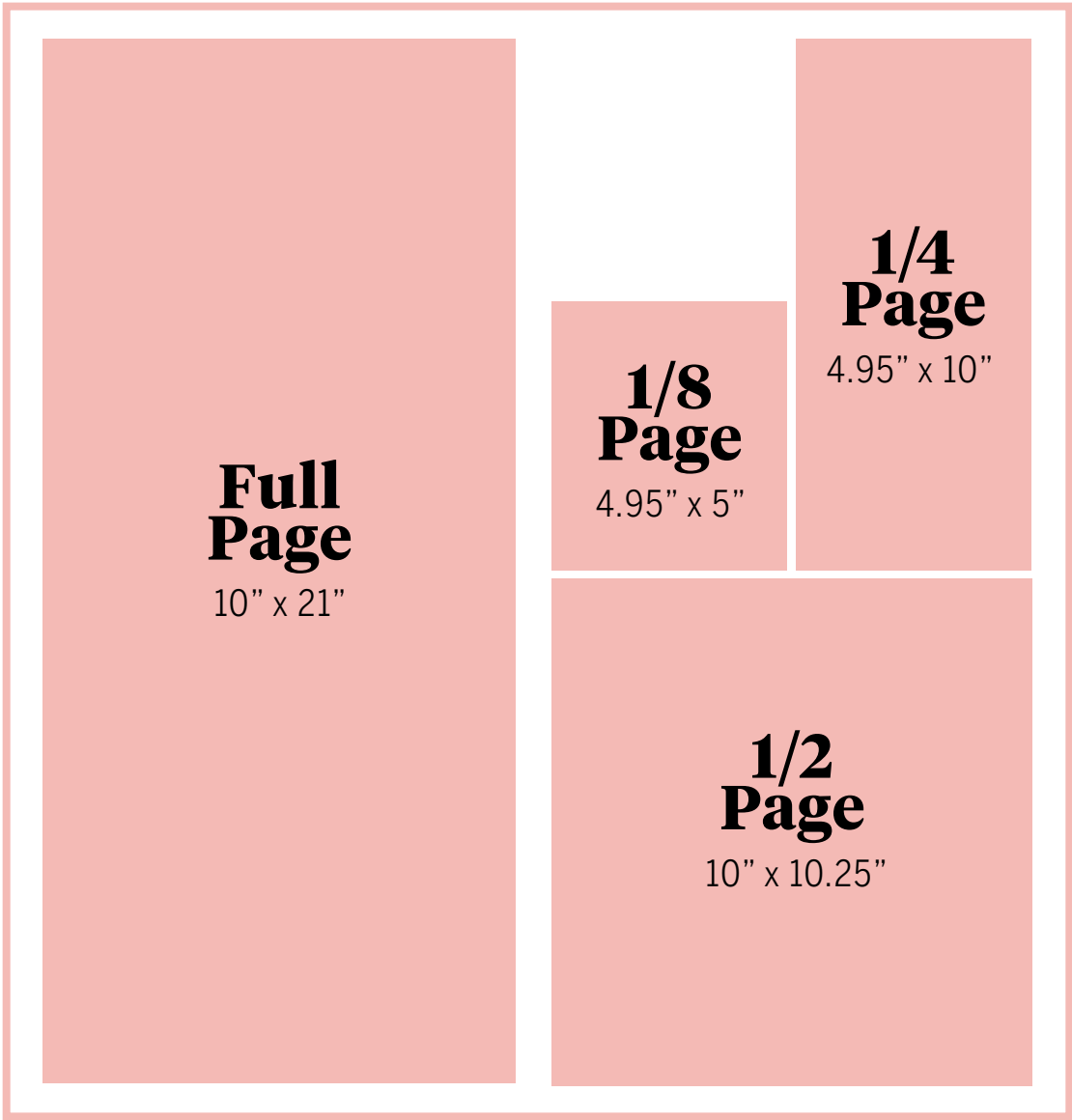


**54.15%**  
MALE



**AGE**

# Print Ad Options



## PRICES

Size	FULL PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE
Colored	\$1,500	\$800	\$450	\$300



# Other Print Options

Contact us for information on premium ad options!

## Spadeas



\$3,000 for a  
4-page spadea

## Inserts



\$95 per 1,000

## Banners



Top Banner: 10" x 1.5" \$700  
Bottom Banner: 10" x 3"

Poster Racks (26" x 50") starting at \$600 per rack. Ask for a quote!

Ask about sponsoring a print issue!

## Deadlines

Ad spaces must be reserved by 3PM three days prior to publication. Materials should be received 2 days prior to publication by 3 PM.

\* A 15% surcharge will be added for premium placement!

# Sponsored/Advertorial Content

**Tell your story through an advertorial.** Sponsored and Advertorial Content is an advertising platform that gives the reader the opportunity to give a personal reflection of what your organization is truly about. You write the content and we post it.

ARTICLES CAN INCLUDE...	
UP TO	MUST HAVE AT LEAST ONE
6 HYPERLINKS	900x580 PHOTO
MUST INCLUDE AN	ALL ARTICLES ARE BOOSTED FOR
Author	30 DAYS ON OUR AD NETWORKS

6 MONTHS	● LIVE FOR... 12 MONTHS	24 MONTHS
\$350	\$500	\$800

Let us write your advertorial content	\$1,300
Run your sponsored content in print starting at an additional	\$400
Boost your article on one of our social media platforms and our ad networks	\$300
Request a quote to run your sponsored content in print, print ads start at	\$400

# Publication Calendar

## 2022

07 July	08 August	09 September
S M T W T F S	S M T W T F S	S M T W T F S
1 2	1 2 3 4 5 6	1 2 3
3 4 5 6 7 8 9	7 8 9 10 11 12 13	4 5 6 7 8 9 10
10 11 12 13 14 15 16	14 15 16 17 18 19 20	11 12 13 14 15 16 17
17 18 19 20 21 22 23	21 22 23 24 25 26 27	18 19 20 21 22 23 24
24 25 26 27 28 29 30		25 26 27 28 29 30
31		
10 October	11 November	12 December
S M T W T F S	S M T W T F S	S M T W T F S
1	1 2 3 4 5	1 2 3
2 3 4 5 6 7 8	6 7 8 9 10 11 12	4 5 6 7 8 9 10
9 10 11 12 13 14 15	13 14 15 16 17 18 19	11 12 13 14 15 16 17
16 17 18 19 20 21 22	20 21 22 23 24 25 26	18 19 20 21 22 23 24
23 24 25 26 27 28 29	27 28 29 30	25 26 27 28 29 30 31
30 31		

## 2023

01 January	02 February	03 March
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 6 7	1 2 3 4	1 2 3 4
8 9 10 11 12 13 14	5 6 7 8 9 10 11	5 6 7 8 9 10 11
15 16 17 18 19 20 21	12 13 14 15 16 17 18	12 13 14 15 16 17 18
22 23 24 25 26 27 28	19 20 21 22 23 24 25	19 20 21 22 23 24 25
29 30 31	26 27 28	26 27 28 29 30 31
04 April	05 May	06 June
S M T W T F S	S M T W T F S	S M T W T F S
1	1 2 3 4 5 6	1 2 3
2 3 4 5 6 7 8	7 8 9 10 11 12 13	4 5 6 7 8 9 10
9 10 11 12 13 14 15	14 15 16 17 18 19 20	11 12 13 14 15 16 17
16 17 18 19 20 21 22	21 22 23 24 25 26 27	18 19 20 21 22 23 24
23 24 25 26 27 28 29	28 29 30 31	25 26 27 28 29 30
30		

Regular Issue	Gameday Issue
Special Issue	Holiday

# THE DAILY CALIFORNIAN

advertising@dailycal.org  
(510) 280-2452

## Cal Football Home Games Saturday Gameday Issues

vs. UC Davis	September 3, 2022
vs. UNLV	September 10, 2022
vs. Arizona	September 24, 2022
vs. Washington	October 22, 2022
vs. Oregon	October 29, 2022
vs. Stanford	November 19, 2022
* vs. UCLA	November 25, 2022

## Special Issues Thematic Content or Sections

### 2022

Fall Orientation	August 25, 2022
Study Abroad / Career Fair	September 15, 2022
* Mental Health	October 4, 2022
Elections Issue	November 8, 2022
Puzzles Issue	December 8, 2022
Year in Retrospect / Weekender	December 15, 2022

### 2023

New Year	January 26, 2023
Sex	February 14, 2023
Housing	March 2, 2023
March Madness	March 16, 2023
Legals	March 30, 2023
Best of Berkeley	April 13, 2023
Cal Day	TBD
Weekender Issue	May 4, 2023
Graduation	May 11, 2023
Summer Orientation	June 8, 2023

\* Online Only Content





THE DAILY CALIFORNIAN

[JDORN@DAILYCAL.ORG](mailto:JDORN@DAILYCAL.ORG)

(510) 280-2436