

THE DAILY ORANGE

www.dailyorange.com

THE INDEPENDENT STUDENT NEWSPAPER OF SYRACUSE, NEW YORK

Web Page Ads

Consider advertising your business on dailyorange.com with a banner or vertical shaped ad that rotates throughout the website. All web ads will link to your website. Recent advertisers include a ski resort, hotels, a college gear supplier, and an online gaming web site.

Daily Email Blast

For direct exposure to our 20,000 registered users that receive our daily email, place your ad directly inside the daily email containing the headlines of that day's D.O. From this email, the reader sees your ad each day and is a click away from your website.

Online Classifieds

The DO online classifieds are an inexpensive, fast way to reach web savvy consumers. You can place a picture along with your ad (such as house for rent or a vacation rental) and you can provide a link to your webpage. Online classifieds can only be ordered through dailyorange.com. From there, you can also order print classified ads.

Orange Pages Directory

Now our wildly successful Orange Pages guide to Syracuse is available online. For a small yearly fee, your listing will include our review and what ever additional information you'd like to provide such as photos of your business or product, a menu, or student specials and of course a link to your website.

The Daily Orange online edition (www.dailyorange.com) is the Internet version of the country's best college paper. The website has a registered user base of more than 75,000, most of whom receive an e-mail with the day's headlines for every story in the print edition. From that e-mail, The D.O. online generates more than 25,000 unique page views on average of its web site each publication day.

(Examples of each on back)

Daily Orange Web Page Ads

Banner Ads:	1 month	3 months	6 months
All-Pages Ad (Banner or Vertical Size)	\$200	\$500	\$800

Daily E-mail Blast Ads

	5 days	15 days	30 days
Vertical or Banner	\$100	\$250	\$400

Advertising Specifications

- Pixel Size: Banner 468 x 60, Vertical Size: 120 x 240, Half-Banner: 234 x60
- File Size: Less than 100K
- File Type: JPEG or GIF, animations (i.e., flash) ads are accepted
- E-mail ad to ads@dailyorange.com
- Vertical or Banner Ad Design Charge: \$25

Web Classifieds

Classified ads cost \$5.00 for unlimited words per week. There is a \$10.00 minimum order, which can include classifieds placed in both the print and online publications.

Online User Demographics

(Registered user as of June 1, 2008)

Class	Total	Class	Total
Class of 2007	2018	Alumni, Former Student	24781
Class of 2008	1710	Faculty/Staff	2086
Class of 2009	1394	Graduate Student	2881
Class of 2010	795	Prospective/Misc.	23986
Class of 2011	316	Other	15598
Total: Over 75,000			

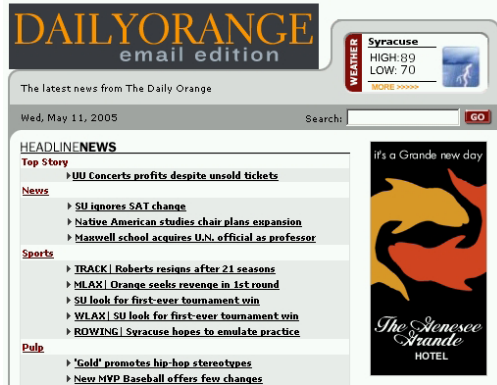
Examples: Banner Ads
(size 468 x 60 pixels)



Examples: Vertical Ads
(size 120 x 240 pixels)



Email Blast Skyscraper Ad Example,
Genesee Grand Hotel:



Classifieds Web Example

Category: Apartments and Houses for Rent

Beautiful 1 bedroom in university area. A fabulous one bedroom apartment in a well kept victorian home. **NEW**
Hardwood floors in all rooms but bathroom. livingroom, kitchen, bath, porch, laundry in basement. Five spacious closets off street parking. Second house from corner of Genesee and University.
Responsible and respective people only please. \$725.00 heat and hotwater included. No pets please.
contact Marie Zetco @ 315-637-7630.

REMODELED & REASONABLE 3 BEDROOM APT. 708 LANCASTER-WALKING DISTANCE. DINING ROOM, CARPETING, PORCH. NEWLY REMODELED AND THE PRICE IS RIGHT \$825/MO. CALL 449-2121

One Bedroom Apartment 722 Clarendon St. on corner of Westcott, two blocks from Westcott downtown area. Living Room, Kitchen, Bathroom, and Loft Bedroom. Porch, Off-street Parking, Laundry, Unfurnished. \$400/mo+Utilities. Available ASAP. 716-353-1512

Orange Pages Online Directory Example

DAILYORANGE dot com SEARS SAMSUNG The perfect holiday gift, in a flash.

HOME NEWS SPORTS PULP OPINION FACE THE MUSIC SPLICE DAILY ORANGE BASKETBALL 2004 CLASSIFIEDS

Kitty Hoynes
A Traditional Irish Pub and Restaurant
301. W. Fayette St. Syracuse, NY 13202
Phone: 424-1947
Website: www.kittyhoynes.com/

PDF Edition
Login
Register
Power Search
Message Boards

It doesn't come more authentically Irish than this. A true pub featuring food and drink: Enjoy tasty Irish fare like Shepard's Pie in a cozy setting. Located in Armory Square, this is THE place to escape a chilly night. Notice the huge, carved, wooden bar, it's impressive. Also, good Irish bands typically play on the weekends.

WEATHER
Syracuse
Hi: 21
Lo: 13

PLAY TO WIN \$10,000

2008-09 PUBLICATION CALENDAR

Please refer to Print Advertising Rate Card for Publication Calendar

Web ads appear everyday. Email Blast ads are sent on Publication days.