Advertising with the YDN

AN OVERVIEW OF OUR CURRENT PUBLICATIONS AND OFFERINGS
The print edition of the paper is the heart and soul of the operation. The most commonly read publication on campus, the Yale Daily News provides hard-hitting journalism, sports coverage, opinion and culture articles, and much more. The News is the only way for students and faculty members to get campus news on a timely basis, and it is widely read by undergraduates, graduate students, faculty members, and administrators.

The News runs every school day, totaling over 130 issues a year. We print 4,000 copies daily, which are distributed to over 100 locations across Yale’s campus, including dining halls, libraries, classrooms, administrative buildings, and many other common spaces.

Four times a year, the News produces special editions for important campus events. These issues reach an even wider audience, owing to the thousands of visitors on campus and in town.

The graphic to the left describes all available advertisement sizes and their corresponding prices. Prices are daily, and all issues, aside from the three special issues and one golden issue, are priced at the regular price.

All advertisements print in black and white unless otherwise specified. Ads may be printed in color for an additional charge of $350, regardless of size.
Online

THE YALE DAILY NEWS’ FAR-REACHING WEBSITE

The beautifully designed Yale Daily News website features content produced by our writers and photographers across all platforms and reaches an audience wider than that of the paper. Online readers include New Haven residents, students, faculty, and staff, as well as interested parents and families, engaged alumni, and much more.

The site is highly trafficked, with over 60,000 unique visits each week. According to survey data, more than 50% of Yale students visit our website to read the news at least once per week. Traffic spikes when newsworthy events take place in or around the Yale community – stories about Yale alumnus and SCOTUS nominee Brett Kavanaugh brought 237,000 unique visitors in one week.

There are three available online ad types, which are highlighted in the image to the right. They are priced by the day, week, or month, with discounts for monthly agreements. The online ads less expensive because they are shown on a rotating basis with the other ads sold during that period.

Advertisements on the website may be more colorful and include animated gifs, and they have the added benefit of being able to link directly to your website or any other content you would like viewers to see.
Additional Options
OTHER WAYS TO GET YOUR MESSAGE OUT

Newsletter

Each morning, The News sends the day’s headlines to 18,500 inboxes in the form of a subscription-based newsletter. Of those who receive the newsletter, 40%

open it, and 20% of that group click a link within the email.

The newsletter offers the opportunity to deliver your advertisement directly to consumers who have shown themselves to have active interest in reading about the community.

Newsletter ads are of a similar shape to online leaderboard ads. They are shown as banner between summaries of news stories. The image to the left shows an example of a newsletter ad on a mobile device.

YDN Magazine

The News also publishes a full-color magazine two times a year. The magazine includes long-form pieces, allowing writers and readers to dive more deeply into a wide range of subjects.

For advertisers, this is a low-cost way of advertising with a long time horizon. These magazines remain available on shelves and in common spaces for months at a time. The long shelf life combined with the low costs makes the it the perfect space to experiment with larger and more colorful ads, or to advertise long-term deals.
Logistics

HOW TO GET IN CONTACT WITH US AND MAKE YOUR AD HAPPEN

Contact Information
We have a full team of staff who would be happy to help you advertise with us.

Business office: business@yaledailynews.com | (203) 432-2424
Ad managers: Josh Brooks | josh.brooks@yale.edu | (410) 916-1723 || Leah Xiao | leah.xiao@yale.edu | (585) 645-3369

Creating an Advertisement
Should you be unsure of how best to utilize your ad space, the News can provide design services for a charge of $75.

Ad Specifications
If you choose to provide your own ad designs, they must be emailed to the business office in the following formats.

Print:
Ads must be submitted in PDF, dpi 300.
Refer to the guide on page 2 for sizing instructions.
Column widths:
• 2 col. = 3.898”, 3 col. = 4.875”, 6 col. = 10”

Digital:
Ads must be submitted in RGB color mode, dpi 72.
Supported file types are GIF, PNG, JPG, and SWF.
Sizes:
• Leaderboard: 728 pixels wide x 90 pixels high
• Skyscraper: 160 pixels wide x 600 pixels high
• Mini: 217 pixels wide x 90 pixels high
• Newsletter: 728 pixels wide x 200 pixels high (or less)