The Daily Toreador is a 93-year-old tradition published for the students, faculty, staff and alumni of Texas Tech University. The DT is the print, online and social media source for campus news, sports, information and entertainment.

Our staff is dedicated to delivering content that informs and entertains our readers, viewers and followers while assisting advertisers in connecting with the Texas Tech market.

The DT, printed Monday and Thursdays in the fall and spring semesters, has a circulation of 7,000 and is distributed to more than 75 locations: university buildings, residence halls and several off-campus sites. Our online and social media platforms serve audience members 24 hours a day, seven days a week.

CONTACT INFORMATION

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LINKS

www.dailytoreador.com
www.housing.dailytoreador.com

@DailyToreador
@DailyToreador
@DailyToreador
@TheDT_Sports
@DT_Photo
OUR REACH

Texas Tech Enrollment Fall 2017

Undergraduate

30,737

School of Law

445

Graduate

5,814

Total Reach

43,996

Faculty & Staff

7,000

52.63% Male

47.32% Female

DISTRIBUTION

There are 90 locations that you can pick up a copy of The Daily Toreador. Many of the locations are in high-traffic areas across Texas Tech University.

- English/Philosophy
- Architecture
- Art
- Hulen/Clement Hall
- Education
- Wall/Gates Hall
- Texas Tech Police
- Transportation & Parking Services
- Mail Tech
- Ranching Heritage Center
- Heart Center
- Texas Tech Health Sciences Center
- Texas Tech Museum
- International Cultural Center
- Business Administration
- Experimental Sciences
- Biology
- Murray Hall
- Student Wellness Center
- Stangel/Murdough Hall
- Physical Plant
- Exercise & Sports Sciences
- Art Annex
- Central Heating & Cooling Plant
- Housing Services
- Industrial Manufacturing & Systems Engineering
- Student Recreation Center
- Meat Science Lab
- KTTZ-TV
- Texas Tech University System
- TTU Credit Union
- West Village
- School of Law
- Hospitality Services
- Housing
- Career Center
- Coleman Hall
- Chitwood/Weymouth Hall
- Media & Communication
- Student Media
- Charles Bassett Electrical Engineering
- Electrical Engineering
- Petroleum Engineering
- Athletic Office
- Marsha Sharp Center
- Overton Hotel
- Starbucks (University Ave)
- Catholic Student Center
- Gordon/Bledsoe/Sneed Hall
- West Hall
- Human Sciences
- Holden Hall
- Civil Engineering
- Mechanical Engineering
- Computer Center
- Math
- Physics
- Chemistry
- Agriculture & Applied Economics
- Goddard Range & Wildlife
- Bayer Plant Science
- Southwest Collection
- Agriculture Education & Communication
- Foreign Language
- Burkhart Center for Autism
- Library
- Student Union Building
- Music
- McClellan Hall
- Drane Hall
- Horn/Knapp Hall
- Talkington Hall
- Administration Building

ads@dailytoreador.com
The Daily Toreador website, www.dailytoreador.com, features engaging, day-to-day content that reaches students, alumni, parents and hundreds more. The website provides access to a wider audience that is certain to make an impact for a business. All advertising must be received at least two days prior to the scheduled publishing date.

**SIZES AND PRICING**

<table>
<thead>
<tr>
<th></th>
<th>TOP LEADERBOARD</th>
<th>728 x 90 pixels</th>
<th>$450/mo. - $125/wk</th>
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</thead>
<tbody>
<tr>
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<td>MIDDLE LEADERBOARD</td>
<td>728 x 90 pixels</td>
<td>$500/mo. - $150/wk</td>
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<tr>
<td>3</td>
<td>TOP RIGHT RECTANGLE</td>
<td>300 x 250 pixels</td>
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<td>4</td>
<td>RECTANGLE RIGHT</td>
<td>300 x 250 pixels</td>
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<tr>
<td>5</td>
<td>BOTTOM LEADERBOARD</td>
<td>728 x 90 pixels</td>
<td>$200/mo. - $75/wk</td>
</tr>
</tbody>
</table>

Text Links  $150 / month • $750 / 6 months • $1,200 / year
DISPLAY ADVERTISING

OPEN RATE
Rate applies to all advertisers.

$14.50

LOCAL CAMERA-READY RATE
Rate applies to advertisers who place camera-ready ads.
Camera-ready ads are ads ready to go to press without any adjustments or changes.

$14.00

REPEAT RATE DISCOUNT
For each ad placed at the local rate, a repeat of that ad (no changes) can be placed within 30 days using the repeat rate. Minimum size is 7 inches.

$11.20

FIRST-TIME BUYER DISCOUNT
Rate applies to local advertisers scheduling ads for the first time with The DT. The discount is available to new local advertisers who place an ad 7 inches or larger at least six times in a three-week period. Cannot be used with other discounts.

$11.20

CAMPUSS/NON-PROFIT RATE
Rate applies to university departments, recognized student organizations, fraternities and sororities and candidates running for SGA offices. Prepayment is required for advertisers without Tech account numbers.

$13.00

COLOR CHARGES
Black plus 1 color $100
Process color $250
Regular deadlines apply. Discounts do not apply to color.

INSERT RATES
Pre-printed inserts only. The DT Advertising Sale, Marketing and Design Manager must receive one sample copy for review at least two weeks in advance. Minimum inserts in a single run is 7,000.

Maximum finished size is 11” x 10.5”; minimum size is 8.5” x 5.5”; minimum thickness is .007” per page. Inserts must be shipped (on skids or in boxes) to The Daily Toreador's printing plant.

1-2 Pages - $70 per M
4-12 Pages - $90 per M

Contact Advertising Office for scheduling and shipping instructions. Inserts are scheduled on a first-come basis.
Complete shipment must arrive at printer no later than 10 days before distribution date.
Ship inserts to:
Lubbock Avalanche-Journal (c/o: The Daily Toreador, 710 Ave. J - Northwest dock), Lubbock, Texas 79401

ads@dailytoreador.com
FRONT-PAGE ADVERTISING

6 COLUMNS x 2” per day  $360
6 COLUMNS x 3” per day  $500

Front-page advertisements include color.

*Front-page advertisements are located on the bottom of the page.

CLASSIFIEDS

CLASSIFIED DISPLAY RATES

<table>
<thead>
<tr>
<th>Rate</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>$14.50</td>
</tr>
<tr>
<td>Local Camera Ready</td>
<td>$14.00</td>
</tr>
<tr>
<td>Campus Rate</td>
<td>$13.00</td>
</tr>
</tbody>
</table>

LOGO OR PHOTO

Add a photo or logo $1.00/day

Send a photo or logo to be included with your classified ad. All images will be grayscaled and fit to be proportionate to the ad. Cost is in addition to the price of the classified word ad.

CLASSIFIED WORD RATES

$5.00 per day for 15 or fewer words.
Additional words 20¢ per word per day.

SEMESTER RATES

15 or fewer words, no changes: $110; with bold headline $125.
16-25 or fewer words, no changes: $130; with bold headline $150.
26-35 or fewer words, no changes: $150; with bold headline $175.
More than 35 words will be charged the open classified rate.

DEADLINES & TERMS

Classified word ads: 11 a.m., one day in advance.
Classified display ads: 4 p.m., three days in advance.

Direct Classified Ad Placement: Place your ad online directly by visiting our website, www.dailytoreador.com. Receive an email asking if you would like to renew your ad so you don't miss a single issue of The Daily Toreador. Visa, MasterCard, American Express and Discover accepted.
<table>
<thead>
<tr>
<th>Ad Size</th>
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<th>Repeat Rate</th>
<th>Campus/Non-profit Rate</th>
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<td>1,764.00</td>
<td>632.00</td>
<td>640.00</td>
</tr>
</tbody>
</table>

ads@dailytoreador.com
SUMMER RATES

The Daily Toreador prints once a week on Tuesdays, but is updated daily on its website, www.dailytoreador.com. The summer paper is filled primarily with news and entertainment. The campus has incoming students and their parents, many youth camps, more than 10,000 students attending classes, and faculty and staff during both summer semesters.

FREQUENCY DISCOUNT RATES

Three issues at a reduced rate of $12 per inch.
Six issues at a reduced rate of $11 per inch.
Nine issues (both summer semesters) at a reduced rate of $9 per inch.

THE DAILY TOREADOR PRINTS NINE TIMES DURING THE SUMMER.

STICKY NOTES

$600 for all subsequent runs of the same artwork. Specifications: 2.875” x 2.875”. The notes will be printed on semi-gloss paper with a UV varnish overprint and placed above the fold on the front page of every paper on the date selected. The adhesive is ultra removable and designed specifically not to affect the front page of the newspaper.

Colors used in artwork should be CMYK. Also, be sure all graphics and photos are CMYK (unless they are to be printed in black and white, then make sure they are grayscale).

All printing of Sticky Notes must go through The Daily Toreador advertising department. All rates are non-commissionable. The DT Sales, Marketing and Design Manager must receive 15 days’ advance notice for all artwork. Minimum notes in single run is 7,000.

$700 PER STICKER

*Rate increase due to increase in printing costs.
HOUSING GUIDE FOR THE TEXAS TECH COMMUNITY

Now available twice a year! Thousands of Texas Tech students are getting ready to migrate to new apartments, duplexes and houses. They’re busy scouting the best places to live in coming months.

Our Fall & Spring Housing Guide supplements feature the most popular housing options available to the Tech community, will be inserted into The Daily Toreador on Thursday, Sept. 27, and again in the spring on Monday, Feb. 11, to help Tech students make informed housing decisions.

With the purchase of a half-page ad of 63 column inches or more, you have the opportunity to submit a story featuring the benefits of living in your complexes and 2-3 photos. (All submitted stories will be edited for AP style, grammar and spelling.)

Take advantage of this opportunity to reach more than 35,000 students on the move at your prime time to pre-lease for summer and fall. For more information contact your DT sales representative.

For an additional $100 The Daily Toreador will add your apartment’s image, info and link to your site on housing.dailytoreador.com for a month.

DEADLINES FOR AD SPACE, SUBMITTED STORIES AND PHOTOS:

FALL SEMESTER DEADLINE: MONDAY, SEPT. 10
SPRING SEMESTER DEADLINE: FRIDAY, JAN. 25

Run in both Housing issues, get the second ad 50% off!
RAIDERLAND 1301

Raiderland 1301 welcomes new and returning students to the Texas Tech community. This issue is a great way to establish your brand in students’ minds.

*The Daily Toreador* has partnered with Texas Tech Housing to get 8,000 copies of this issue into the residence halls, with one placed prominently on each desk. Another 2,000 copies will be printed for distribution during our Welcome Week event and the Texas Tech Parents Association will receive copies to help new Red Raider parents.

Be a part of this exciting issue that will help guide Tech freshmen and students new to Tech around campus as well as provide important information such as restaurants that deliver, calendar of events and much more.

Please make note of our ad sizes:

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-column</td>
<td>1.556”</td>
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<tr>
<td>2-columns</td>
<td>3.2778”</td>
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<tr>
<td>3-columns</td>
<td>5.0”</td>
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<tr>
<td>4-columns</td>
<td>6.7222”</td>
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<tr>
<td>6-columns</td>
<td>10.1667”</td>
</tr>
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</table>

Rates are discounted 20% as a thank-you for being a great customer!

**DEADLINE: FRIDAY, JULY 21 @ 4 P.M.**

Raiderland Ad Pricing:

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>1/8 page ad (3.2778” x 8”)</td>
<td>$185.60</td>
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<tr>
<td>1/4 page ad (5” x 10.5”)</td>
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<tr>
<td>1/2 page ad (10.1667” x 10.5”)</td>
<td>$730.80</td>
</tr>
<tr>
<td>Full page ad (10.667” x 21”)</td>
<td>$1,461.60</td>
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Color is in addition to the cost:

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Spot color</td>
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<tr>
<td>Process</td>
<td>$250</td>
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</table>

Purchase an ad in Raiderland 1301 and run the same ad in The DT Back-to-School issue on Aug. 26 for 50% off our regular rates!
REACH EVERY NEW TECH STUDENT!

Back again this year for Texas Tech freshman and transfer students is the Raider Life orientation issue – your first chance to reach new Tech students. All new students and parents will receive their copies of Raider Life at orientation so they will get to know your business while they are in Lubbock.

This group will spend millions each month on everything from books, clothes and jewelry to food, dry cleaning and entertainment. And best of all, they are anxious to hear about your business.

GOOD STUFF TO KNOW

The Daily Toreador special issue will be filled with articles, photographs and advertisements, making it the official guide to campus life at Texas Tech specially geared to new students.

More than 6,000 copies will be printed and distributed to the Class of 2022 and their parents as they attend summer orientation.

FOR YOU, THE ADVERTISER

Raider Life orientation issue offers you the most cost effective way to make eager new Red Raiders your customers for years to come. Put the Raider Life orientation issue at the top of your list.

Contact your Daily Toreador advertising account executive at (806) 742.3384 to reserve your ad.

ADVERTISING DEADLINE:

Tuesday, April 23
ADVERTISING SPECIFICATIONS

DISPLAY DEADLINES
For ads to appear on:
- Monday: 3 p.m. previous Wednesday
- Thursday: 3 p.m. previous Monday
- Tuesday (summer): 3 p.m. previous Thursday

CIRCULATION
7,000 copies are printed Mondays and Thursdays in fall and spring semesters; 5,000 printed on Tuesdays during summer. The DT is distributed free on the Tech campus to a community of more than 44,000 readers.

TERMS
All advertising is cash in advance unless credit has been established.
American Express, Visa, MasterCard and Discover are accepted.
Credit for future advertising will be issued in lieu of refunds.

MECHANICAL SPECS
The Daily Toreador is an offset broadsheet publication printed with an 85-line screen. There are 6 columns per page at an 10.1667-inch page width. Each column is 1.5556 inches wide with 0.125 of an inch between columns. The full-page depth is 21 inches.
A full broadsheet page measures 6 columns x 21 inches for a total of 126 columns inches.
A double-truck measures 13 columns wide (21.25 inches) x 21 inches deep for a total of 273 column inches.
A half-page ad measures 63 column inches and may be designed as follows:
- 3 columns x 21 inches deep
- 6 columns x 10-1/2 inches deep
- 4 columns x 15-1/2 inches deep
- 1 column: 1.5556 inches
- 2 columns: 3.2778 inches
- 3 columns: 5.0 inches
- 4 columns: 6.7222 inches
- 5 columns: 8.444 inches
- 6 columns: 10.1667 inches

SPECIAL FEATURES

FALL SEMESTER
- Aug. 20: Raiderland 1301 (Welcome to Tech issue)
- Aug. 27: Fall Back-to-School
- Sept. 1: TTU @ Ole Miss
- Sept. 4: Housing Guide deadline
- Sept. 8: TTU vs. Lamar
- Sept. 15: TTU vs Houston
- Sept. 27: Parents Weekend
- Sept. 27: Fall Housing Guide
- Oct. 13: Homecoming Issue Deadline
- Oct. 18: Homecoming Issue
- Nov. 3: TTU vs OU
- Nov. 5: Basketball Preview
- Nov. 10: TTU vs Texas
- Nov. 24: TTU vs Baylor in Dallas
- Dec. 6: Finals Frenzy

SPRING SEMESTER
- Jan. 16: Spring BTS
- Jan. 25: Housing Guide Deadline
- Feb. 11: Housing Guide
- March 26: Raiders' Choice Deadline
- April 23: Raider Life (Orientation Issue) Deadline
- April 25: Raiders' Choice Awards
- May 9: Finals Frenzy
- June 5: Summer 1 Back-to-School
- July 10: Summer 2 Back-to-School
- July 23: Raiderland 1301 deadline
- Aug.17: Raiderland 1301
ADVERTISING POLICIES

ROP SPECS
» Minimum ad size is 1 column x 1 inch. Ads are sold in one-half-inch increments.
» Ads more than 19 inches in depth are charged the full depth of 21 inches in the broadsheet format.
» Broadsheet page measures 6 columns by 21 inches; printed in fall, spring and summer semesters.

CREDIT & BILLING
» All display advertising rates are non-commissionable.
» All advertising is cash in advance unless credit has been established with Student Media and the advertiser's account is current.
» Accounts are net and payable on the 10th of the month in which billing is rendered.
» Political and transient advertisers must pay in advance by cash, certified check or money order. All political and cause advertisements must carry the information required by law (e.g., Paid Political Committee for John Doe, Treasurer).
» MasterCard, Visa, American Express and Discover are accepted methods of payment.
» All entertainment advertising is cash in advance.
» All classified advertising is cash in advance unless credit has been established.
» The DT reserves the right to require prepayment in advance or to cancel credit privileges at any time.

AGENCY COMMISSION
» All rates are net to newspaper. Ads placed through agencies are cash in advance or billed to the advertiser responsible for payment upon approved credit.

ADVERTISING POLICY
» All advertising is subject to review by the Student Media & Advertising Manager with advice from the Media Manager. Should it be necessary, a student review will determine if the advertisement meets the standards of acceptability for The Daily Toreador.
» The Daily Toreador will not knowingly accept any advertisement that is defamatory, promotes academic dishonesty; violates any city, county, state or federal laws; or that is potentially libelous against a person based on race, age, color, creed, religion, nationality, disability, gender or sexual orientation.
» The Daily Toreador reserves the right to refuse any advertising that does not conform to the published advertising policy (available upon request).
» The Daily Toreador only will place ads that 1) promote and sell merchandise based on its value; 2) refrain from reflecting unfairly or making direct reference about competitors, their products, services or methods of doing business; 3) do not mock or are not derogatory toward competitors or other DT advertisers.
» Liability for any errors is limited to the cost of the first insertion of incorrect copy. Requests for adjustment must be made within 30 days of publication. Should an ad not be published as ordered, The Daily Toreador cannot be responsible for any losses or damages caused as a result. All make-good ads are subject to the Sales, Marketing, and Design Managers approval.
» The Daily Toreador will honor all requests whenever possible; however, position cannot be sold or guaranteed.
» Proofs will be provided, on advertiser's request, for any ad submitted.
» Cancellation of advertising space is accepted until the deadline for space reservation. No exceptions.
» Advertising having the appearance of news must clearly be marked “Paid Advertising” at the top of the ad within its border.
» The advertiser agrees to accept sole responsibility for the content of an ad and hold harmless Texas Tech University, its Board of Trustees and its officers, agents and employees, The Daily Toreador and Student Media, from and against any and all loss, cost and expense, including reasonable attorney fees, resulting from the publication by The Daily Toreador of the advertiser's advertisement.

File Submission Basic Information
» Electronically-submitted PDF ads are preferred. Ads should be emailed to ads@dailytoreador.com or the sales rep.
» When creating a PDF file, all fonts must be embedded, including basic fonts such as Helvetica and Times. The DT reserves the right to substitute similar fonts if a font is corrupted.
» Send your ads via email to ads@dailytoreador.com. Please include your name, address, phone number, what you're submitting, the ad size and the run dates. All fonts and images either need to be embedded or sent as a separate attachment. Camera-ready ads in PDF format are preferred.
* The DT is not responsible for the reproduction quality of camera-ready electronic ads.
» Unacceptable files are Word, PowerPoint, QuarkXPress, Publisher or any Corel software programs. If you create content in these programs, you should convert your file to a PDF. Files formats such as GIF, JPEG and PNG generally will not reproduce well in print and should not be submitted.

Images:
» Resolution: 170 dpi; line screen: 85 lpi
» CMYK or spot color if your ad is running color. If not, please grayscale your images. Please contact your sales representative if you wish to use a specific spot color.
» The DT reserves the right to reset or resize ads submitted with the incorrect dimensions. This may result in changes from the original layout. The DT is not responsible for the reproduction quality of camera-ready electronic ads.
### Publication Schedule

<table>
<thead>
<tr>
<th>Month</th>
<th>Publishing Dates</th>
<th>Special Sections</th>
<th>TTU Home Football Games</th>
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<tbody>
<tr>
<td>August 2018</td>
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<td>September 2018</td>
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<td>May/June 2019</td>
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<td>June/July 1st summer</td>
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<td>July/August 2nd summer</td>
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