

The Daily Targum

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Hours of Operation
M—F 9am-5pm

Personnel

Business Manager | Neha Avadhani
business@dailytargum.com

Marketing Director | Arianna Morales
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*Contact the Marketing Director for all
ad related inquiries

Welcome

Founded in 1766, Rutgers University is the 8th oldest university in the country. Home to over 41,000 students and faculty and surrounding the best metropolitan area, the Daily Targum is proud to call Rutgers home. Founded in 1869, The Daily Targum is the second-oldest and among the most prominent college news organizations in the nation. The Daily Targum has been a repeat recipient of the Columbia Scholastic Press Association's Gold Crown Award, the highest recognition a college news organization offers in the United States, and the Associated College Press's Best In Show award. The Daily Targum of Rutgers University is a student-written, student-managed, non-profit, incorporated news organization published Monday through Friday in New Brunswick, New Jersey, while classes are in session during the fall and spring semesters.

"Creativity without Strategy is called art, creativity with strategy is called advertising"

- Prof. Jef L. Richards

We take pride in serving the Rutgers community for the past 154 years and look forward to our continued relationships with those seeking to reach out to the community. On behalf of the Targum Publishing Company, welcome to the 2022-2023 school year. We look forward to working with you!

Arianna Morales

Arianna Morales
Marketing Director
Targum Publishing Company

BY THE NUMBERS



**Founded
in 1869**



**2nd Oldest Collegiate
Newspaper**



**30,000+ weekly
online page views**



**Facebook:
7,500 likes**



**Twitter:
7,500 followers**



**Instagram:
3,700+ followers**

Our Audience

50,000+

Students from around
the world

43,000
Undergraduates



15,000+

Faculty & Staff
around the New
Brunswick campus

7,000
Graduate Students



54% Men



46% Women



530,000+ Alumni

250,000+ alumni in
New Jersey with alumni
in each of the 50 states



Students From Around the World

The Daily Targum knows students. We pride ourselves on being student run and student serving. We know your target audience because we *are* your target audience. Let us help you reach new clients and expand your business.

ONLINE ADVERTISING

DAILY TARGUM WEBSITE

With more than 70,000 monthly page views, The Daily Targum website is an affordable way to compliment your print advertising. Our exclusive multimedia features guaranteed constant and direct exposure to the entire Rutgers community.

Size	Rate Per Week	Rate Per Month
Banner Ad (970x90 pixels)	\$300	\$1,000
Skyscraper Ad (300x600 pixels)	\$300	\$1,000
Rectangle Ad (300x250 pixels)	\$300	\$1,000
Full Targum Site	\$800	\$2,750



Our website advertising is a great way to great to your message directly in front of the eyes of the entire New Brunswick community. We offer discounts on Full Site ad placements in addition to monthly placements.

SOCIAL MEDIA

ADVERTORIALS (SPONSORED ARTICLES)

Each valuation below is priced monthly and discounted. With a combination of the visual effect of a news article and the impact of the advertisement, advertorials are even more effective than regular ads. Each valuation is discounted to an increasing number of months placed. Advertorials will be placed on their own page labeled “Sponsored.” Google guidelines are strictly followed, we do not sell do-follow backlinks.

# Of Time	University Price	Retail Price
1 Month	\$300	\$400
3 Months	\$600	\$800
6 Months	\$1,000	\$1,250
12 Months	\$1,500	\$1,800

SPONSORED SOCIAL MEDIA

With over 18,000 combined followers on Facebook, Twitter, and Instagram, utilizing social media to promote your business or organization is a great way to reach a larger audience.

	Instagram	Facebook	Twitter
Post	\$150	\$100	\$100
Story & Reel	\$150		N/A

3-5 Items: 10% Off
6-9 Items: 15% Off
10+ Items: 20% Off

Instagram ad posts are limited to 5x a week.
Please inquire about specific ad availability if interested.
2-in-1 (Back-to-Back) stories/reels have a 25% discount.

\$5 charge - Add a poll to IG Story

Please note: Picture ads will only be placed on Instagram Stories for a 24-hour period.

Any Instagram, Facebook or Twitter posts are required to be approved by the Social Media Department in partnership with the Marketing Team.

NEWSLETTER ADVERTISING

Subject Line Sponsorship

Feature in the Newsletter's Subject Line and the first line of the email.
Put your brand name in the spotlight in front of our subscribers.

Sponsored by (Your Company) + Daily Targum Newsletter

Embedded Ad

Embed an ad into our Newsletter, either with an ad at the top of the Newsletter (pictured to the right), or in the body of the Newsletter.

Sponsored Blurb

Similar to an advertorial, a section of the newsletter can feature a custom Blurb about your company, your product, your message to your targeted Audience. This medium is an opportunity to e-readers to see pay attention to a longer formal advertisement.

Billed per Newsletter

Type of Ad	Price
Subject Line Sponsorship	\$250
Banner Ad	\$250
Body Ad	\$250
Sponsored Blurb	\$250
Full Newsletter Package	\$800



20% savings on
the full package!

TARGUM FOR HIRE

Enlist our qualified and motivated employees to increase your exposure around campus! Our street team and our photographers and videographers are available for hire to help you both publicly and privately.

STREET TEAM

A team of two brand ambassadors you can hire to table or hand out your merchandise/flyers around campus. **Flyer Materials are to be provided by the advertiser.**

Type	1 Hours	2 Hours
National	\$350	\$500
Local	\$250	\$450

Add a third brand ambassador to your street team for \$50.
Add a fourth for \$100.

VIDEOGRAPHY

Hire a videographer from our team to create a video advertisement for your company. Completed video projects may be used for personal use on your company website or social media or can also be published on our platforms for an additional fee. Turnaround times vary depending on the length of your video.

Video Length	Price
15 sec	\$200
30 sec	\$275
1 min	\$400
2 min	\$500
5 min	\$750
10 min	\$1,300

PHOTOGRAPHY

Hire a photographer from our team to capture images from your company's event or to collect images for your company to use on your social media or website. Prices vary depending on the length of the event, number of photographers and location. *Contact for a quote.*

PRODUCTION GUIDELINES

File Formats

PDF is the preferred file format for print ads. Other acceptable files include EPS, TIFF, DOC, AI, PSD, IND, JPEG and most graphic formats. Your Account Executive can answer any questions regarding file types.

Fonts

Fonts are not necessarily universal. Please make sure that all fonts are embedded. For Photoshop files, we prefer a flattened image. If these rules cannot be adhered to, it may be necessary for our productions department to substitute fonts without notification.

Image Resolution

Digital files for print should be submitted at a minimum of 250 DPI. Web images as a general rule are 72 DPI and should not be submitted, as they will print “fuzzy”.

Creative Services

We know that advertising is expensive. If you want to get the biggest bang for your buck, consider Targum Productions as a creative outlet for your advertising needs. We are more than pleased to offer discounted design services for clients who have pre-paid for an ad or have an on-going contract with Targum Publishing. Our productions department can create an ad for you or streamline the one you have to ensure what's best for both your company and the aesthetic of the paper. Any revisions or adjustments to the created ad requested by the advertiser will be an additional fee. Ask the Marketing Director for further details.

Proofs & Deadlines

If our productions department is creating an ad for you, we will need all the information 5 business days in advance. While this may seem like a long time, please consider that we are working with many clients simultaneously. The deadline assures that each ad is crafted carefully and proofread for errors. It will also give you ample time to carefully look over your ad and give us adequate time to make corrections. We cannot guarantee proofs to advertisers who fail to meet the submission guidelines. Please make sure all text is finalized and proofread before submitting. The Daily Targum is not responsible for typos.

TERMS & CONDITIONS

Payment is due prior to run date until credit has been established. Accounts desiring credit must submit a credit application and be approved by our accounting department before credit can be extended. Please allow 5 to 10 business days for processing.

Billing terms are net amount due and are payable within 30 days of billing date.

Accounts with balances of 90 or more days overdue will be sent to a collections agency at the discretion of the collections department. Advertisers will pay all costs incurred by The Daily Targum from the collections process.

There will be a \$30.00 service charge on all bounced checks.

All rates are net (non-commissionable).

The placing of any matter for publication in The Daily Targum will be regarded as acceptance of all the provisions in the media kit.

The Daily Targum is not responsible for typographical errors that do not lessen the value of the advertisement.

We reserve the right to reject or edit any advertisement that does not comply with the policies and judgment of the newspaper.

Any changes or cancellations must be made prior to the advertising deadline.

No adjustments or refunds will be given for changes or cancellations requested after deadline.

The Daily Targum is not responsible for incorrect copy submitted by the advertiser according to the adjustment guidelines.



The Daily Targum

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