



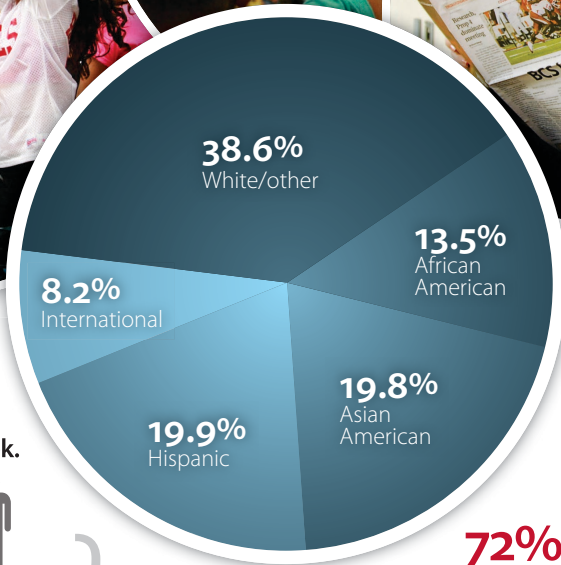
**BIG UNIVERSITY.  
HUGE OPPORTUNITY.**

*UH boasts a campus community of more than 42,000 people, including 6,000 faculty and staff! The Daily Cougar is available across the whole campus at more than 60 distribution sites.*

**6 out of 10** students read the paper once a week.



**8 out of 10** faculty/staff read the paper once a week.



**UNIVERSALLY DIVERSE.**

*Reach a wide cross-section of cultures and backgrounds with one advertising investment.*

**72%** of students have jobs.

**92%** of students live off-campus.

**25%** of readers pick it up every day

*Sources: UH Institutional Research; Daily Cougar Readership Surveys, Spring 2011*

**CLICK HERE** *Our award-winning website is becoming a destination for students, parents, staff and alumni. Reach a broader audience online.*



**150,000**

UNIQUE VISITORS FROM AUG. 2010 – AUG. 2011

**5.2 million**

AD IMPRESSIONS SERVED IN 2010-2011



**3,200+**

SOCIAL MEDIA FOLLOWERS



*Sources: Google Analytics (August 2010-May 2011); OpenX, AdSense reports*