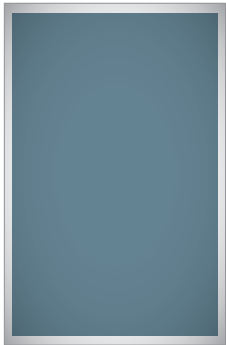
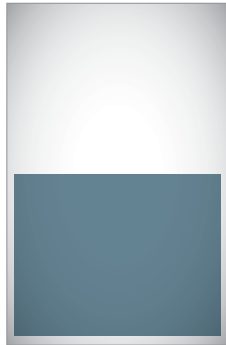


STANDARD AD SIZES

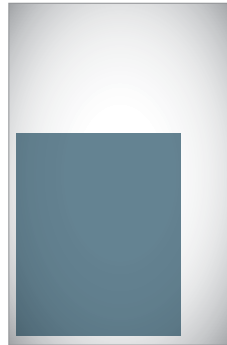
Open rate: \$4.75 per col. inch



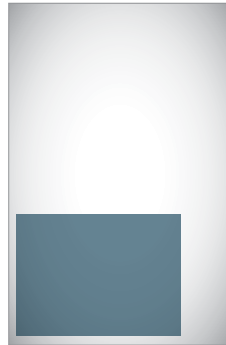
FULL PAGE
5 col. x 16" = 80 col. in
(10.25" x 16")
\$380.00



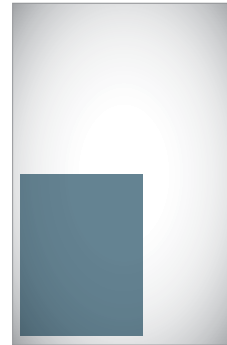
1/2 PAGE WIDE
5 col. x 8" = 40 col. in
(10.25" x 8")
\$190.00



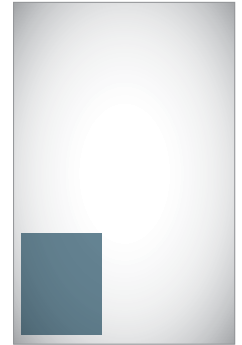
1/2 PAGE TALL
4 col. x 10" = 40 col. in
(8.1" x 10")
\$190.00



1/4 PAGE WIDE
4 col. x 6" = 24 col. in
(8.1" x 6")
\$114.00



1/4 PAGE TALL
3 col. x 8" = 24 col. in
(6.1" x 8")
\$114.00



1/8 PAGE
2 col. x 5" = 10 col. in
(4" x 5")
\$47.50

GO FULL COLOR

Boost the visibility of your ad and make readers remember your message with color.

Full color **\$300**
Spot color **\$100**
per ink



WE GOT AN A+ IN AFFORDABILITY

Registered student organizations pay the lowest rate we offer:
\$4.75 per col. inch

MEDIA SPONSORSHIP

The Daily Cougar can be a powerful media sponsor. We can help you boost the visibility and credibility of your event, organization or cause. As an organization, the Cougar is interested in being associated with UH community organizations, causes and events that extend our reach to new readers and mirror our own values.

What we can offer — Print/online ads at an additional discount; social media updates to our 3,000+ social followers.

What we might expect in return — Branding/logo on list of sponsors; online marketing; physical presence at event; distribution of newspapers at event.

Terms of a sponsorship will vary. **Call 713-743-5340 for information.**

DEADLINES

Ad space, payment and artwork must be secured at least two business days prior to publication date.

RUN DATE	AD DEADLINE
Monday	3 p.m. Thursday
Tuesday	3 p.m. Friday
Wednesday	3 p.m. Monday
Thursday	3 p.m. Tuesday

HOW TO GET IN THE COUGAR

Contact the newsroom: Send a press release or story idea to news@thedailycougar.com or call 713-743-5314

Get listed in the calendar: Send event details (including time, date, location) to calendar@thedailycougar.com

Blogs: Email editor@thedailycougar.com for details on setting up a FREE blog on thedailycougar.com.