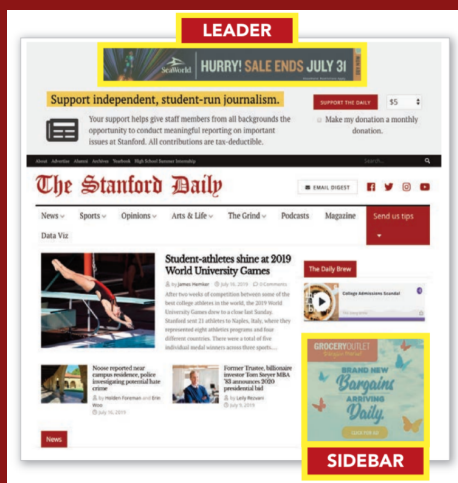


The Stanford Daily

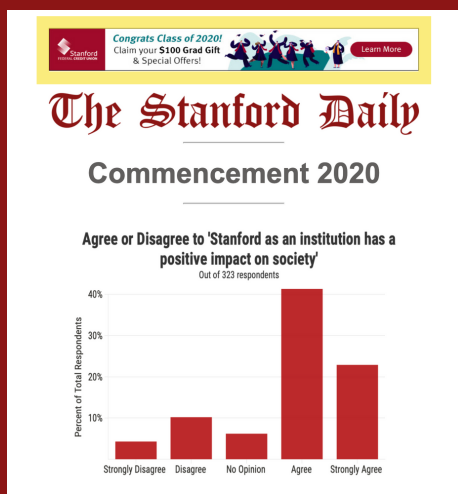
2021-22 Digital Ad Kit

The Stanford Daily is the independent, student-run news organization of Stanford University. We currently offer advertising on our rapidly-growing digital platforms, including our website, daily email digest, and social media. We are the best way to reach the Stanford community of students, staff, and alumni—reaching up to **67,000** members of the Stanford community daily.



Website

450,000+ monthly page views
300,000+ unique monthly visitors
\$16 CPM (\$16/1,000 impressions)
 LEADER: 728 x 90 pixels
 SIDEBAR: 300 x 250 pixels



Daily Email Newsletter

50,000 Stanford subscribers
33% open rate — 50% greater than industry standard!
\$220/day for bottom placement
\$750/day for middle placement
\$1300/day for top placement
 LEADER: 728 x 90 pixels

| | Facebook | Twitter |
|----------|----------------------|----------------------|
| 1 post | \$135 | \$140 |
| 3 posts | \$390 (\$130/post) | \$405 (\$135/post) |
| 5 posts | \$625 (\$125/post) | \$650 (\$130/post) |
| 10 posts | \$1,200 (\$120/post) | \$1,250 (\$125/post) |
| 20 posts | \$2,300 (\$115/post) | \$2,400 (\$120/post) |

Social Media

15,000+ likes on Facebook
15,500+ Twitter followers