

MEDIA KIT

2026

THE
DAILY



HMG | HUSKY
MEDIA
GROUP

smirk
UW



OFFICE OF STUDENT PUBLICATIONS

UNIVERSITY of WASHINGTON

Division of Student Life

THE
DAILY



HMG | HUSKY
MEDIA
GROUP



ADVERTISING

We are here to connect business, organizations, and campus departments with the broader UW community. As the Advertising Department for the Office of Student Publications, we can help you utilize The Daily (student newspaper), HUA Voice (Chinese student news), Husky Media Group (sponsored content) and Smirk (student-focused social media) to reach your audience.



WEBSITE

dailyuw.com/advertising



PHONE

206.543.2336



EMAIL

ads@dailyuw.com

PAGES



Cherry Blossom Guide - 02



Sex Edition & Major Guide - 03



Newsrack - 04



Newsletter - 05



Dawg House - 06



Website - 07



Smirk UW - 08



Spring Publication - 09



Guidelines - 10

83,000+

Students, faculty and staff make up the UW community

6800

Website impressions each day on dailyuw.com

1.9M+

Yearly website visitors on dailyuw.com

20,225

Average opens for three weekly newsletters

3x

One copy of our newspaper is read 3 times on average

16,000+

Podcast listeners per quarter

19,000+

People reached by our digital content everyday

MONTHLY STUDENT SPENDING



\$ 14M

Food and Drinks



\$ 9.8M

Technology



\$ 4.7M

Entertainment



\$ 4.5M

Clothing



\$ 3.3M

Personal Care

\$ 435 Million

Spent every year by undergraduate and graduate students

DEMOGRAPHICS

41,600

Undergraduates

14,000

Graduates

30,900

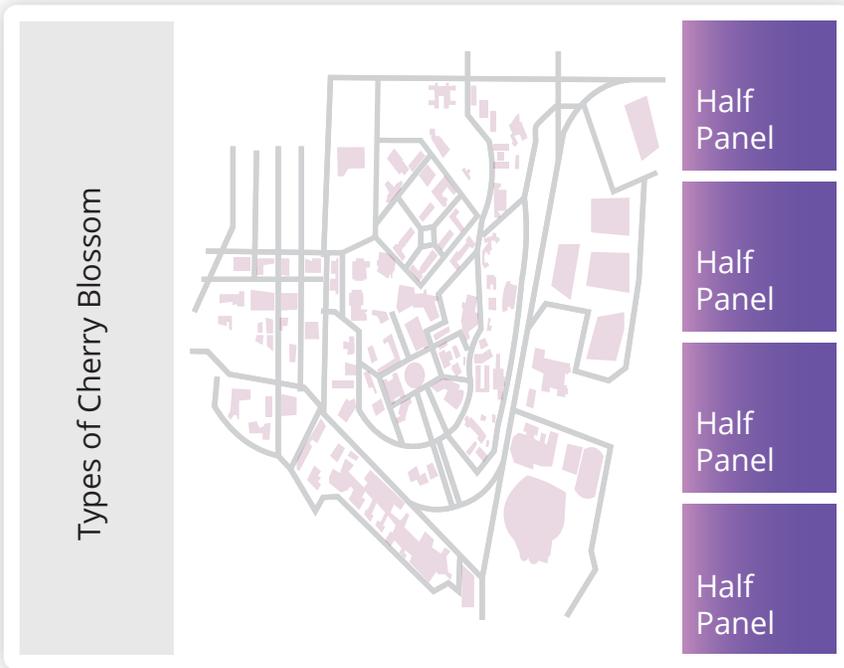
Faculty and Staff



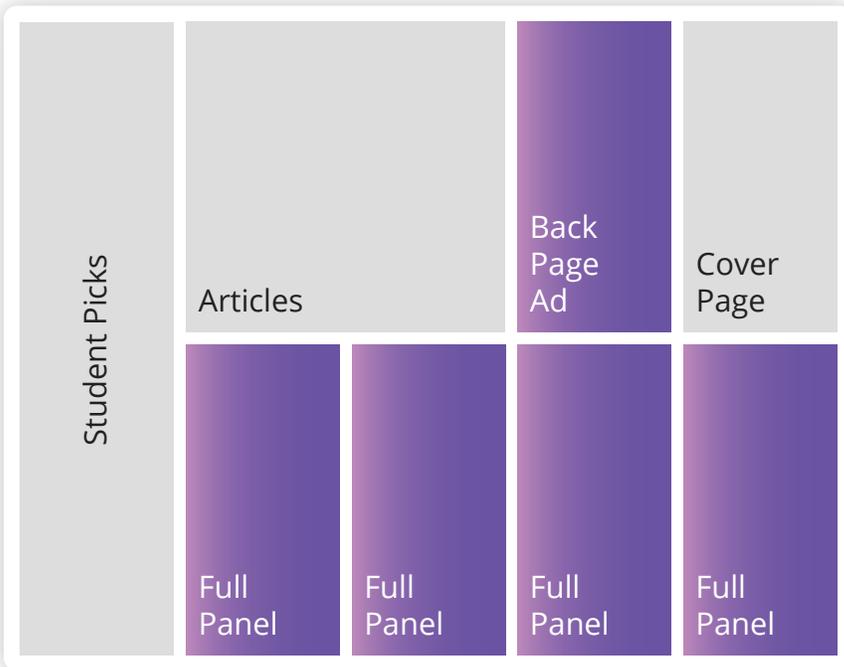
CHERRY BLOSSOM GUIDE

// PRINT ADVERTISING

Have your ads reach thousands of tourists across campus through the Cherry Blossom Guide as they visit The University of Washington campus. Provide us with a PNG or JPEG of your ad, or have our in-house designer create you one.



Front Page



Back Page

IMPORTANT DATES

Ad Reservation Deadline

February 18

Artwork Deadline

February 18

Release Date

March 15

PRICING

\$490 Half Panel Display Ad
4.125 in. wide X 4.125 in. tall

\$880 Full Panel Display Ad
4.125 in. wide X 8.25 in. tall

\$1760 Back Page Display Ad
4.125 in. wide X 8.25 in. tall

\$125 Featured Business

\$50 Business Directory



SEX EDITION & MAJOR GUIDE

// PRINT ADVERTISING

Have your ads reach the students as UW campus through our newspapers. We have 35 newsstands and newsracks across our campus and over 5000 Copies distributed on campus.

SEX EDITION

Ad Reservation & Artwork Deadline: **January 28**

Release Date: **February 11**

MAJOR GUIDE

Ad Reservation & Artwork Deadline: **March 15**

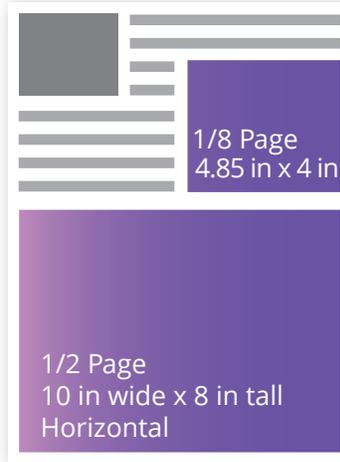
Release Date: **April 1**



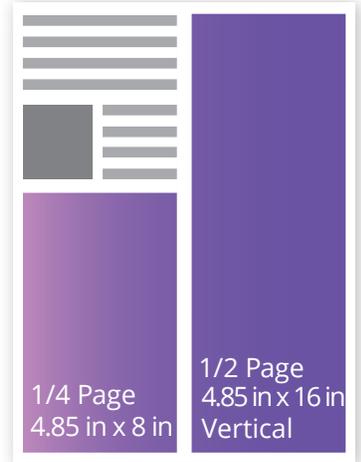
Front Page Strip
10 in wide x 2 in tall



Full Page
10 in wide x 16 in tall



1/2 Page
10 in wide x 8 in tall
Horizontal



1/4 Page
4.85 in x 8 in

1/2 Page
4.85 in x 16 in
Vertical

PRICING

SIZE	STUDENT*	CAMPUS	NON-PROFIT*	BUSINESS	+COLOR
1/8 Page	\$70	\$160	\$200	\$250	+\$50
1/4 Page	\$130	\$410	\$410	\$510	+\$100
1/2 Page	\$260	\$810	\$810	\$1,010	+\$200
Full Page	\$530	\$1,630	\$1,630	\$2,020	+\$200
Front Page Strip	\$890	\$890	\$1,050	\$1,210	+\$0

*Determined on a case by case basis. Students must be UW Seattle students and pre-pay for their ads.

THE SPECIALS

15% OFF

1/4 page ad or larger in
at least 2 Special Sections

&

25% OFF

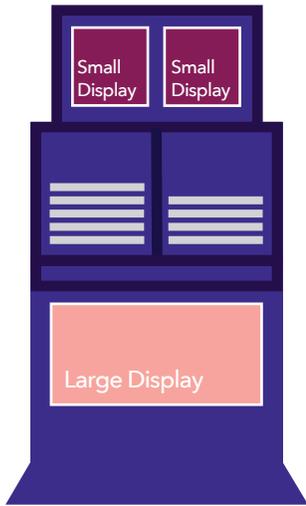
1/2 page ad or larger in
at least 2 Special Sections

Sex Edition, Major Guide, Graduation Edition

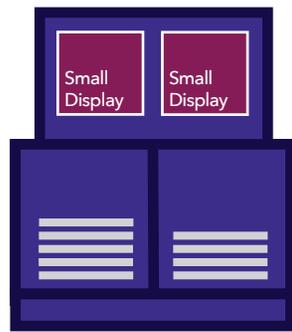


INFORMATION

Our distribution boxes are our main resource for students, staff, and faculty on campus to access our publications. They are all located in high traffic areas across campus, The Ave, and U District.



Large Rack

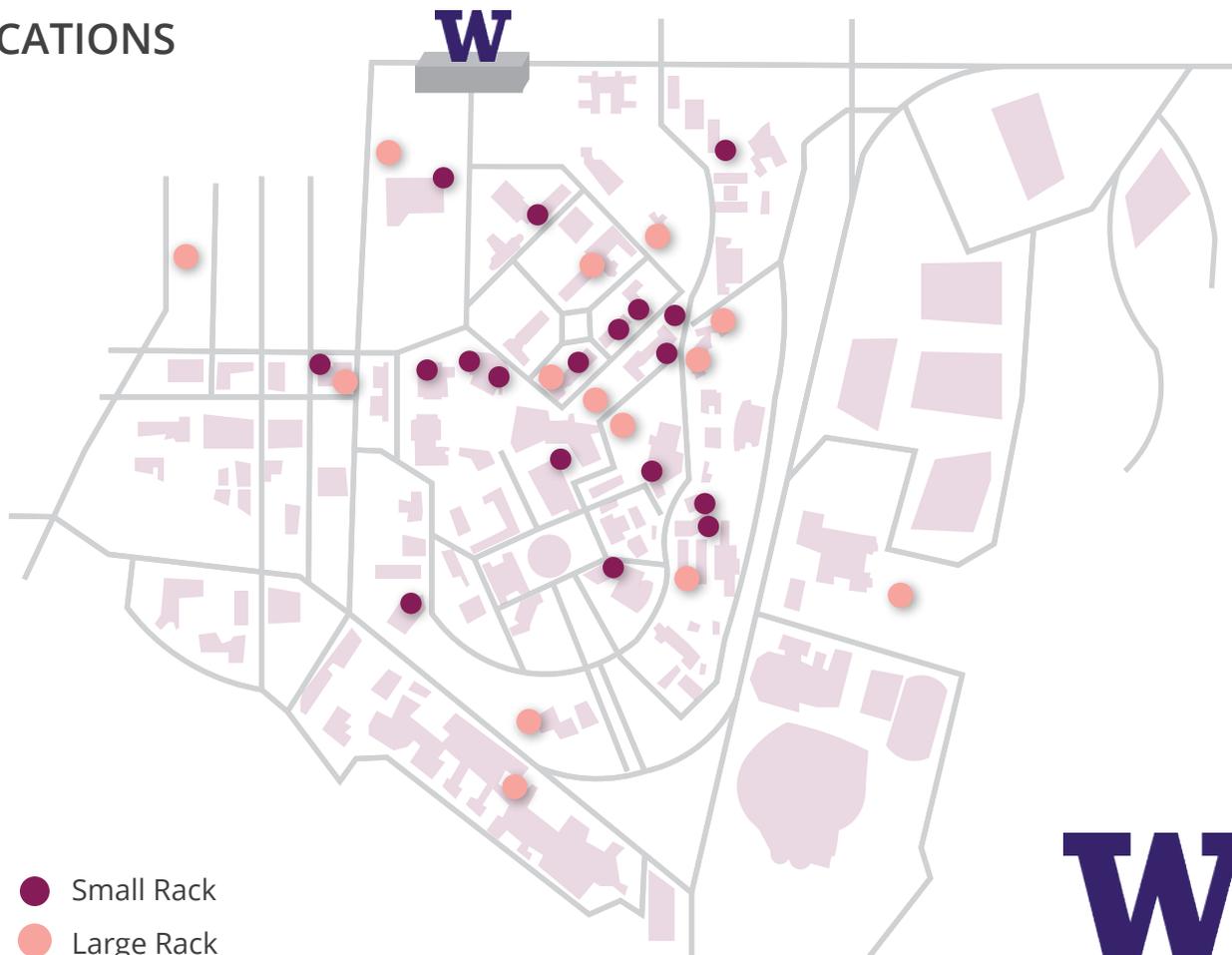


Small Rack

PRICING

\$100 <i>Per month</i>	Small Display 31 small display holders (11 in x 11 in)
\$150 <i>Per month</i>	Large Display 14 large display holders (24 in x 11 in)

LOCATIONS





NEWSLETTER

// DIGITAL ADVERTISING

Reach every UW Student's inbox through The Weekly, an engaging wrap up of the most relevant UW news. Deadline for artwork is two days prior to the newsletter's release.

53,000
Subscribers

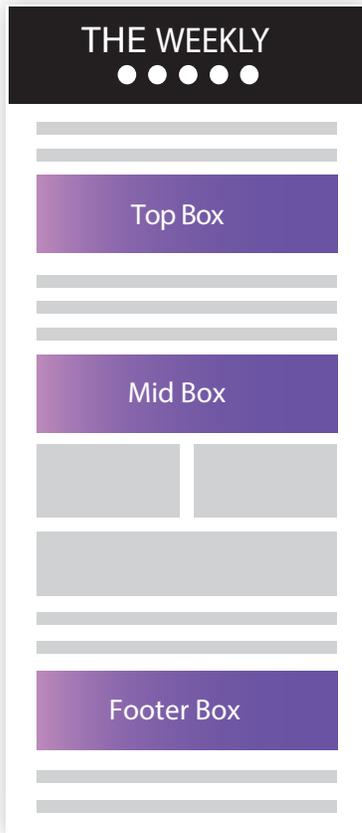
Mostly UW students and alumni with some faculty and staff.

49%
Open Rate

More than 25,000 people read each newsletter.

5%
Click-Through Rate

About 1,300 people click links in each newsletter.



PRICING

\$500 Top Box
2560 px wide X 1080 px tall

\$450 Mid Box
2560 px wide X 1080 px tall

\$250 Footer Box
2560 px wide X 1080 px tall

\$100

Add a 150 word sponsored caption to your newsletter box purchase

15% OFF

Buy two or more ads for 15% off newsletter purchase
Cannot be combined with contract rates

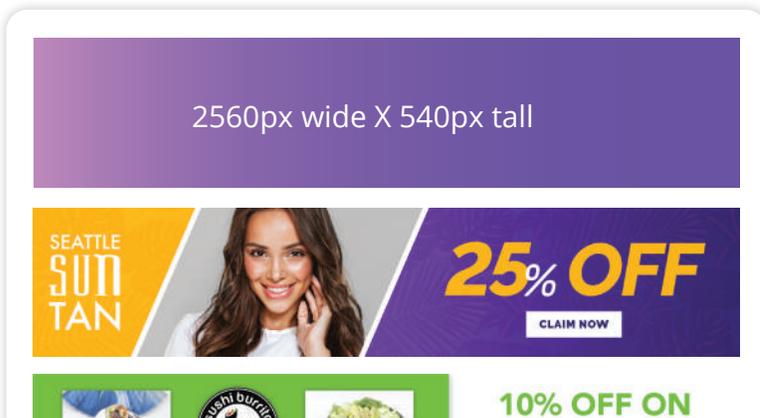
QUARTERLY PRICES

\$1100 Fall Quarter
11 weeks of advertising

\$1000 Winter Quarter
10 weeks of advertising

\$1000 Spring Quarter
10 weeks of advertising

DAWG DEALS



Dawg Deals is a collection of coupons located on the bottom of every Monday newsletter. Buy 1 of 8 spots for the entire quarter with a deal for UW students.

Purchase all 3 quarters for \$2700
(**\$400 off \$3100 value**)

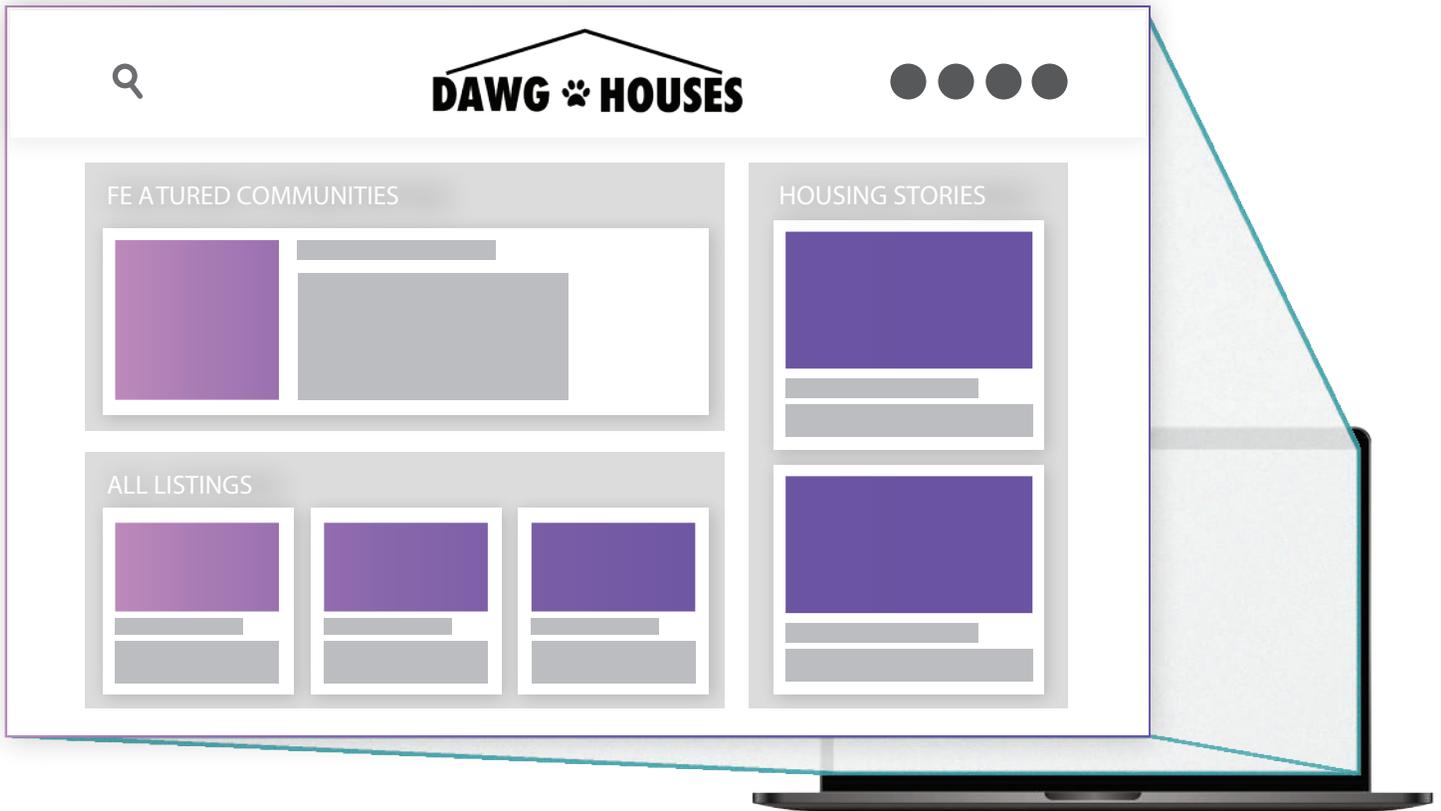
Cannot be combined with other package or deals.



INFORMATION

Reach students in need of housing with UW's housing hub! Dawg Houses is the most direct way to get your open room or housing property in front of Husky students, and it allows for endless customization. Ask your account executive to help you create a Dawg Houses listing that's tailored to fit your brand and your needs. Find it at dailyuw.com/dawghouses

 **1700+** Average Weekly Visitors  **Over 75%** of Site Visitors Click on a Listing



PRICING

\$50
Monthly

Featured Listing
Promote each of your available spaces in a premium position.

\$250
Monthly

Featured Community
Includes three free regular listings
Promote your company or housing community with a premium position and your own Dawg Houses homepage

DISCOUNTS

\$200
Per Month

Buy 3 months or more of Featured Communities on Dawg Houses for \$200 per month
(Save \$50 per month)



WEBSITE

// DIGITAL ADVERTISING

Provide us with a PNG or JPEG of your ad and a link, and we can help you reach thousands in the greater UW community.

Annual Unique Visitors

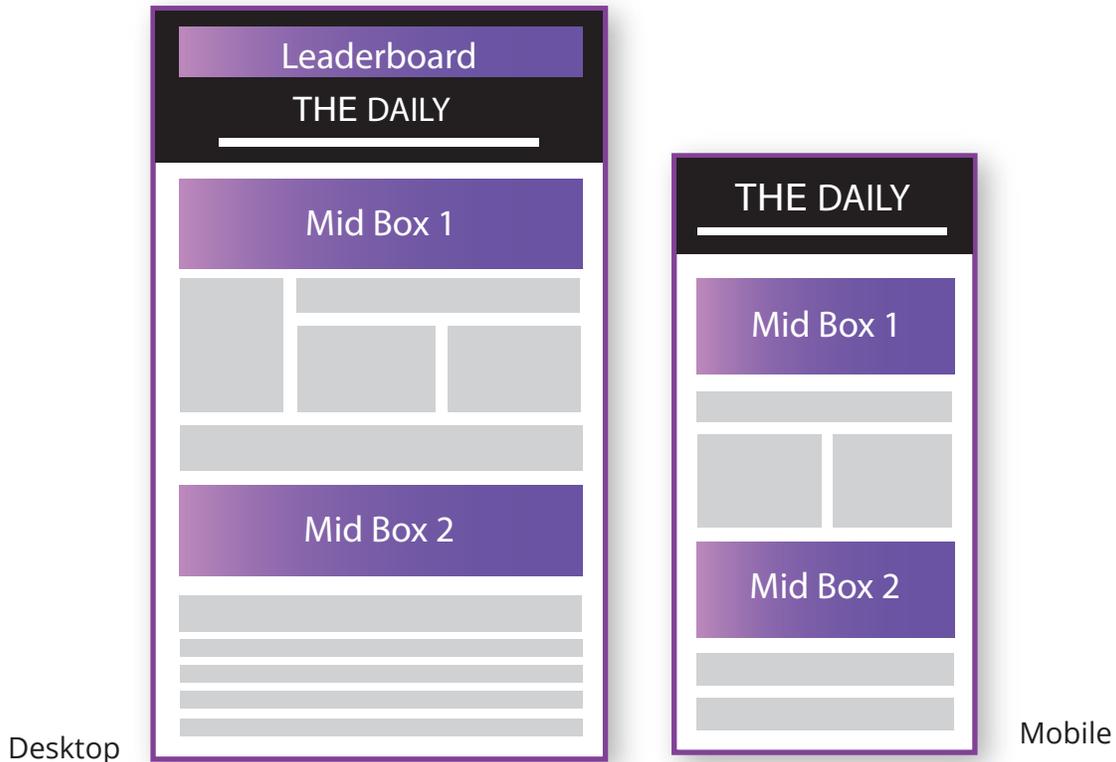
1,955,000+

Annual Page Visitors

3,500,000+

Daily Ad Impressions

4,000



PRICING

\$25

Per 1,000

Leaderboard

Desktop only:

728 px wide X 90 px tall

\$40

Per 1,000

Mid Box 1

Desktop:

728 px wide X 180 px tall

Mobile:

336 px wide X 250 px tall

\$30

Per 1,000

Mid Box 2

Desktop:

728 px wide X 180 px tall

Mobile:

336 px wide X 250 px tall

Place ads based on rates per 1000 impressions



INFORMATION

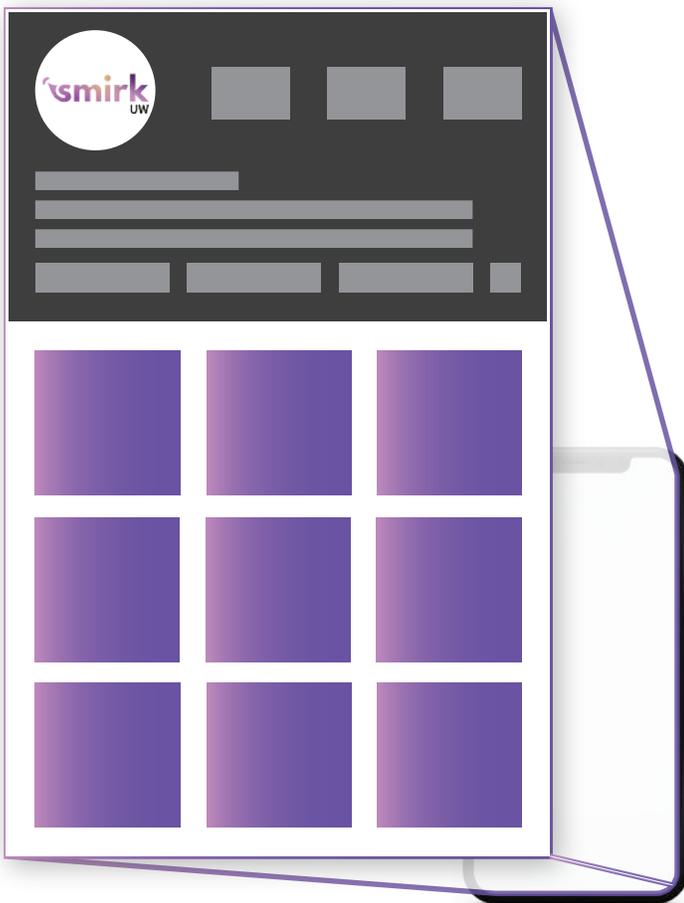
Reach students through Smirk UW, a news and media group run by and for the digital generation. Smirk connects students uniquely and authentically with content that highlights campus clubs, university events and tips for college life.

Followers
 6,500+

Accounts Reached Per Post
 3,000+

Views per story post
 2,100+

Interactions Per Post
 3,100+



INSTAGRAM ADS

PRICING

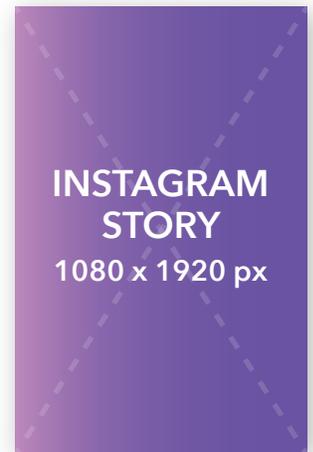
\$500
Per video Sponsored Instagram Reel
Video review or name that promotes your product or service. Comes with free story. Content and info due one week prior.

\$300
Per post Post + Story
Custom multimedia post with free story. Designed by Smirk team. Content due 48 hours prior.

\$50
Per story Instagram Story Ad
Photo or video post on Instagram story. Content due 24 hours prior.

ADD ON

\$25 Add a survey or other interactive sticker to an Instagram story ad.





SPRING PUBLICATIONS

// PRINT ADVERTISING

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GREEN EDITION

Ad Reservation & Artwork

Deadline: **April 8**

Release Date: **April 22**

GRAD EDITION

Ad Reservation & Artwork

Deadline: **April 24**

Release Date: **May 8**

SPRING GAME DAILY

Ad Reservation & Artwork

Deadline: **May 29**

Release Date: **June 13**



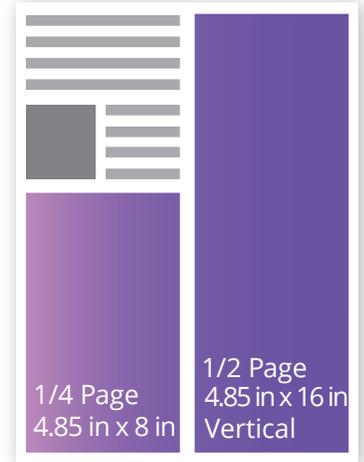
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THE SPECIALS

15% OFF

1/4 page ad or larger in
at least 2 Special Sections

&

25% OFF

1/2 page ad or larger in
at least 2 Special Sections

Green Edition, Grad Edition, Spring Game Daily



GUIDELINES

// INFORMATION

COLOR

Submit all ads in CMYK or Grayscale. Do not use RGB color.

Husky purple CMYK: 80, 100, 0,10

Do not submit a document containing spot color.

Dot gain 30% more than on sheet-fed press.

To prevent halftones and color separations from reproducing too dark use highlight dot: 10% dot gain, shadow dot: 75% dot gain, and midtones at 35%.

DESIGN

Keep your design simple.

Avoid fine lines, large solids, light trappings, and registration.

Avoid excessive PMS build on fonts smaller than 24pt.

Avoid fonts smaller than 7pt.

Do not knock black type or graphics out of light colored backgrounds.

Scanned photograph resolution of at least 300 DPI to prevent grainy photos.

Make sure to embed all font and images used in the document.

OUTPUT

Submit ad as a PDF file. jpg, Tiff, and EPS files are accepted, but PDF is preferred.

Adobe InDesign preferred program for making proper PDF files, as it preserves layers and scalability.

Avoid creating final product in Adobe Photoshop. We cannot process Microsoft Publisher files.

W



Advertising Department
206.543.2336
ads@dailyuw.com

Advertising Manager
Diane Chang
Prescott Jain

University of Washington
144 Communications, Box 353720
Seattle, WA 98195