

The Daily Bull is probably not suitable for those under the age of 18 and should not be taken seriously...



IT'S BEEN

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DAYS SINCE OUR
LAST AD PRICING*-Like The Onion, but shittier!*

Ad Pricing as of: Jan. 13, 2025

El Presidente and El Treasurer

Hey there!

We're the Daily Bull, Michigan Technological University's student-run satire / entertainment newspaper! We publish every Monday, Wednesday, and Friday during the semester (not including class recesses), distributing articles to news stands all around campus, sending it to our email list of over 800 subscribers, and putting it up on our website!

You can check out our website at:
<https://dailybull.students.mtu.edu/>

This template provides Ad pricing guidelines for our issues. Please note that prices are *per published edition*, a.k.a. one of our issues that we send out via email, and *may also* distribute in print to the news stands on MTU campus.

As a student newspaper, our staff has responsibilities for classes first. As such, while we work very hard to publish regularly and on time, we cannot guarantee that we will publish every day of our normal schedule, and cannot guarantee that we will be able to distribute every edition in print to every news stand on campus. If we miss an edition that was supposed to contain an Ad, we will refund/not charge for that Ad, without affecting the per-edition rate.

If your Ad is on behalf of an MTU registered Student organization, please note that **MTU RSOs get 50% off all Ads and sizes.**

Available advertising slots can be found by emailing the Daily Bull at bull@mtu.edu. Each edition, the front page has 1 Ad Slot. There are also 6 additional, time-flexible front-page Ad Slots per month, to allow for Large Ads.

This is a Large (12 in²) Ad

Single Ad: \$22

M/W/F: \$18/Edition

Large Ads occupy 2 Ad Slots.
(Maximum of 6 editions with 2 slots
for Front Ads per month.)

(This box is 3 in. by 4 in.)

This is a Small (6 in²) Ad

Single Ad: \$11

M/W/F: \$9/Edition

Small Ads occupy 1 Ad Slot

(This box is 2 in. by 3 in.)

FAQ / Notes

- **MTU RSOs (registered student organizations) get 50% off all Ads and sizes**
- The area of each Ad will remain consistent. The aspect ratio can change, within reason, to fit your design
- The editors may move Ads around the page as needed to fit around the content, but won't move Ads between sides (front/back)
- The editors may scale or resize your Ad within reason to fit better on the page, but will **not** make it smaller than the listed area or distort it to be less legible.
- You can cancel an **upcoming** Ad at any time by emailing bull@mtu.edu. Cancelled Ads will be refunded.
- The recommended **width** for Ads is **3"**. If you want a different aspect ratio, let us know so we can test and see if the formatting will work.
- If you already have an Ad with us active before this version of the pricing guide was released, your Ad will continue to run with its current dimensions and price until the end of the month.
- We invoice at the end of the month for Ads run in the previous month. If you'd prefer an invoice before running Ads, let us know!

The back page of each edition has 3 Ad slots (so a maximum of 3 Small Ads on a single edition, or 1 Large and 1 Small)

If you'd like more information, have any questions, and/or are interested in advertising with us, please feel free to contact us at bull@mtu.edu — we'll get back to you as soon as we can!

This is a Large (12 in²) **Ad**

Single Ad: \$18

Once Weekly: \$16/Edition

M/W/F: \$14/Edition

Large Ads occupy 2 Ad slots.

(This box is 3 in. by 4 in.)

This is a Small (6 in²) **Ad**

Single Ad: \$10

Once Weekly: \$9/Edition

M/W/F: \$8/Edition

Small Ads occupy 1 Ad Slot

(This box is 2 in. by 3 in.)

The
Daily Bull

Sophia Abraham Editor-in-chief
Hailey Engel Vice President
Rose Siebiger Secretary
Ben Wittrup Treasurer
Shane Oberloier Advisor

Staff writers: halfdim, DJ Benjamin, Hazel Sprottits, Cambionical, Wendel J. Starkiller, Pizza Lover

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Advertising inquiries, question and comments should be directed to BULL@MTU.EDU. Guest submissions are welcomed and encouraged. Guest contributors may write under a pen name to remain anonymous.

DISCLAIMER: The Daily Bull is a satirical publication for entertainment purposes only. All stories in The Daily Bull are works of fiction and any resemblance to real events or people are coincidental.