



ADVERTISING KIT 2025-26



PRINT



DIGITAL



SOCIAL MEDIA



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ABOUT US

The Stanford Daily is the independent, student-run newspaper of Stanford University. The Daily was originally founded as a small pamphlet known as The Daily Palo Alto in 1892 and has been a campus fixture ever since. A non-profit organization since 1973, The Daily strives to serve Stanford and surrounding communities with relevant, unbiased journalism.

PRINT RATES

	Full	Half	Quarter	Eighth	Sixteenth	Banner
University	C: \$2640 BW: \$2024	C: \$1568 BW: \$1012	C: \$880 BW: \$506	C: \$484 BW: \$253	C: \$247 BW: \$161	\$555
Local	C: \$2344 BW: \$1874	C: \$1386 BW: \$810	C: \$766 BW: \$405	C: \$426 BW: \$202	C: \$220 BW: \$128	\$514
National	C: \$3413 BW: \$2805	C: \$1969 BW: \$1413	C: \$1200 BW: \$720	C: \$682 BW: \$368	C: \$357 BW: \$192	\$764

PRINT SPECIFICATIONS

Full	Half	Quarter	Eighth	Sixteenth	Banner
10" x 20.9"	10" x 10.5"	4.9" x 10.5"	4.9" x 5"	4.9" x 2.5"	10" x 2"

Inserts: \$900
up to four pages of content

Email Digest
Over 55,000 subscribers
40% open rate
2x the industry standard!

SUBMIT A TIP | DONATE | SUBMIT WORK

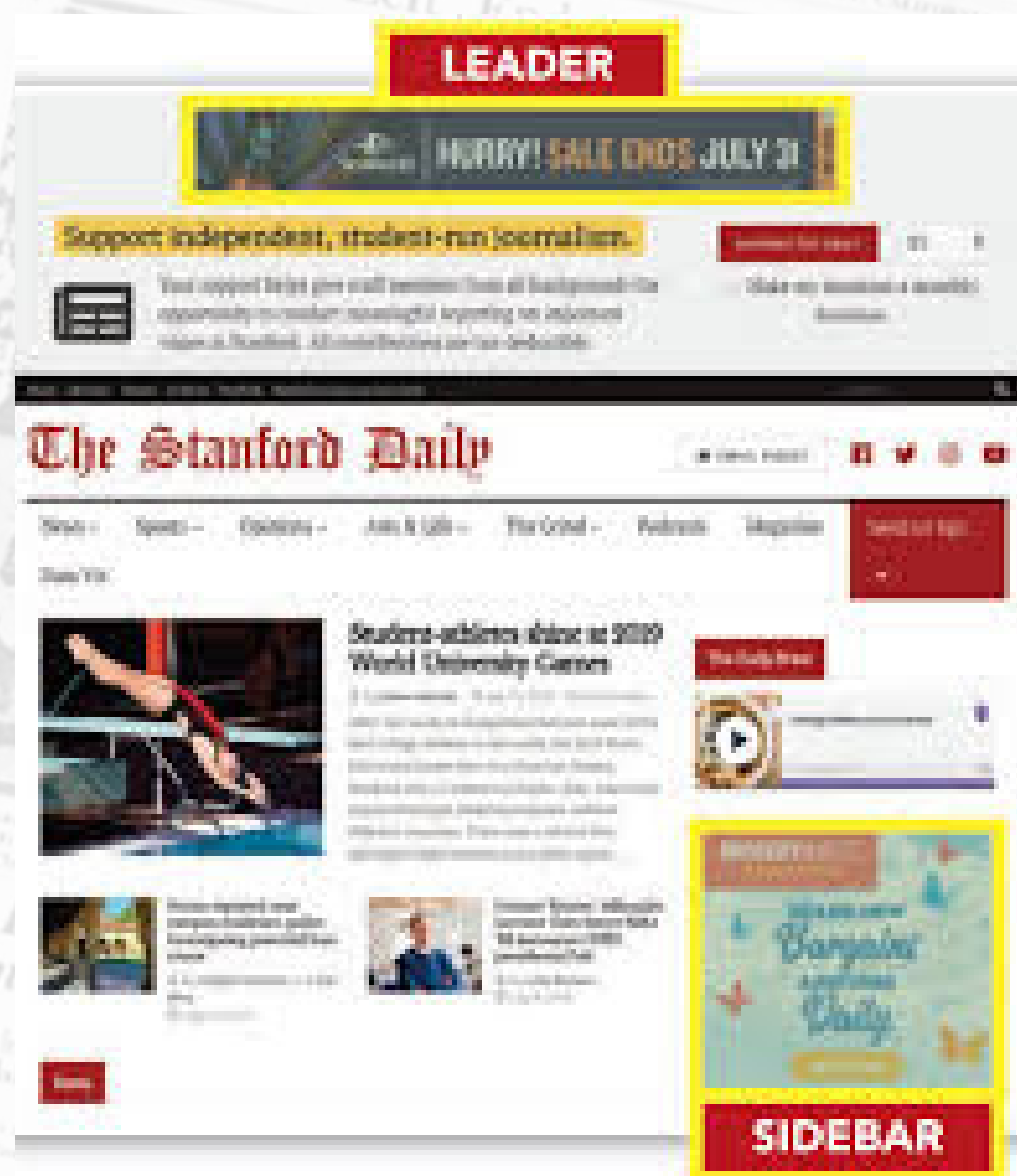


On Call Cafe serves first drinks of the academic year

The student run coffee shop saw long lines and droves of students during their opening night of the new academic year.

National and University
bottom placement \$242/day
middle placement \$825/day
top placement \$1430/day
Local
bottom placement \$242/day
middle placement \$450/day
top placement \$600/day

Website



450,000 Monthly
Page Views
300,000 Unique
Monthly Visitors
Advertise on The Daily's website
with Mediavine!
<https://sales.mediavine.com/stanford-daily>
Sponsored Posts: \$400/post

Social Media



19.5k followers



16.5k followers

	Twitter	Facebook
1 post	\$145	\$140
3 posts	\$420 (\$140/post)	\$405 (\$135/post)
5 posts	\$675 (\$135/post)	\$650 (\$130/post)
10 posts	\$1300 (\$130/post)	\$1250 (\$125/post)
20 posts	\$2500 (\$125/post)	\$2400 (\$120/post)



Jobs and Internships Newsletter: \$75/listing