

The Stanford Daily

ADVERTISING MEDIA KIT

§ 2026-27



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ABOUT THE DAILY

Founded in

1892

Nonprofit organization since

1973

The **Stanford Daily** is the independent, student-run newspaper of Stanford University. It has been a campus fixture since 1892 and serves Stanford and surrounding communities with relevant, unbiased journalism while providing educational opportunities to its editorial and business staffs.

A publication built by students, for Stanford, with reach extending to alumni and readers around the world.

THE DAILY BY THE NUMBERS

134

YEARS OF EXPERIENCE

280K+

STANFORD ECOSYSTEM REACH

680K+

MONTHLY DIGITAL PAGE VIEWS

530K+

UNIQUE MONTHLY VISITORS

200

DISTRIBUTION LOCATIONS ON AND AROUND CAMPUS

50K+

EMAIL NEWSLETTER SUBSCRIBERS

OUR PRODUCTS

EMAIL

Our daily email digest brings headlines directly to more than 50,000 subscribers, creating a recurring, high-attention touchpoint. The newsletter is sent Monday to Friday.

DIGITAL

StanfordDaily.com is updated around the clock, making coverage accessible to the Stanford community, alumni and interested readers worldwide.

SOCIAL

Extend campaigns through The Daily's social channels and sponsored posts, with package pricing for repeat placements.

Sponsored Posts are permanent posts on the stanforddaily.com website and placed on our email newsletter for one day.

Discounts are offered for nonprofits at 25% off, and through bundles: 5-9 ads 10% off; 10-14 ads 15% off; 15+ ads 25% off.

PRINT

The Daily distributes 2,500 issues on campus that brings student journalism directly to campus readers, with advertising formats ranging from full-page to banner placements.

04

DAILY EMAIL DIGEST

50,000+

SUBSCRIBERS

33%

OPEN RATE

50% greater than industry standard!

Jobs & Internships Newsletter

Post your openings on our weekly Friday Jobs & Internships newsletter! At just **\$100 per listing**, you'll reach thousands of Stanford inboxes.

NATIONAL

Bottom \$350/day

Middle \$825/day

Top \$1300/day

UNIVERSITY

Bottom \$250/day

Middle \$500/day

Top \$750/day

LOCAL

Bottom \$200/day

Middle \$400/day

Top \$600/day



05

WEBSITE + SPONSORED CONTENT

Display Ad CPM

\$15 / 1000 impressions

SPONSORED POSTS

\$500 / post

Feature your posts permanently on our website.

680,000+

MONTHLY PAGE VIEWS

530,000+

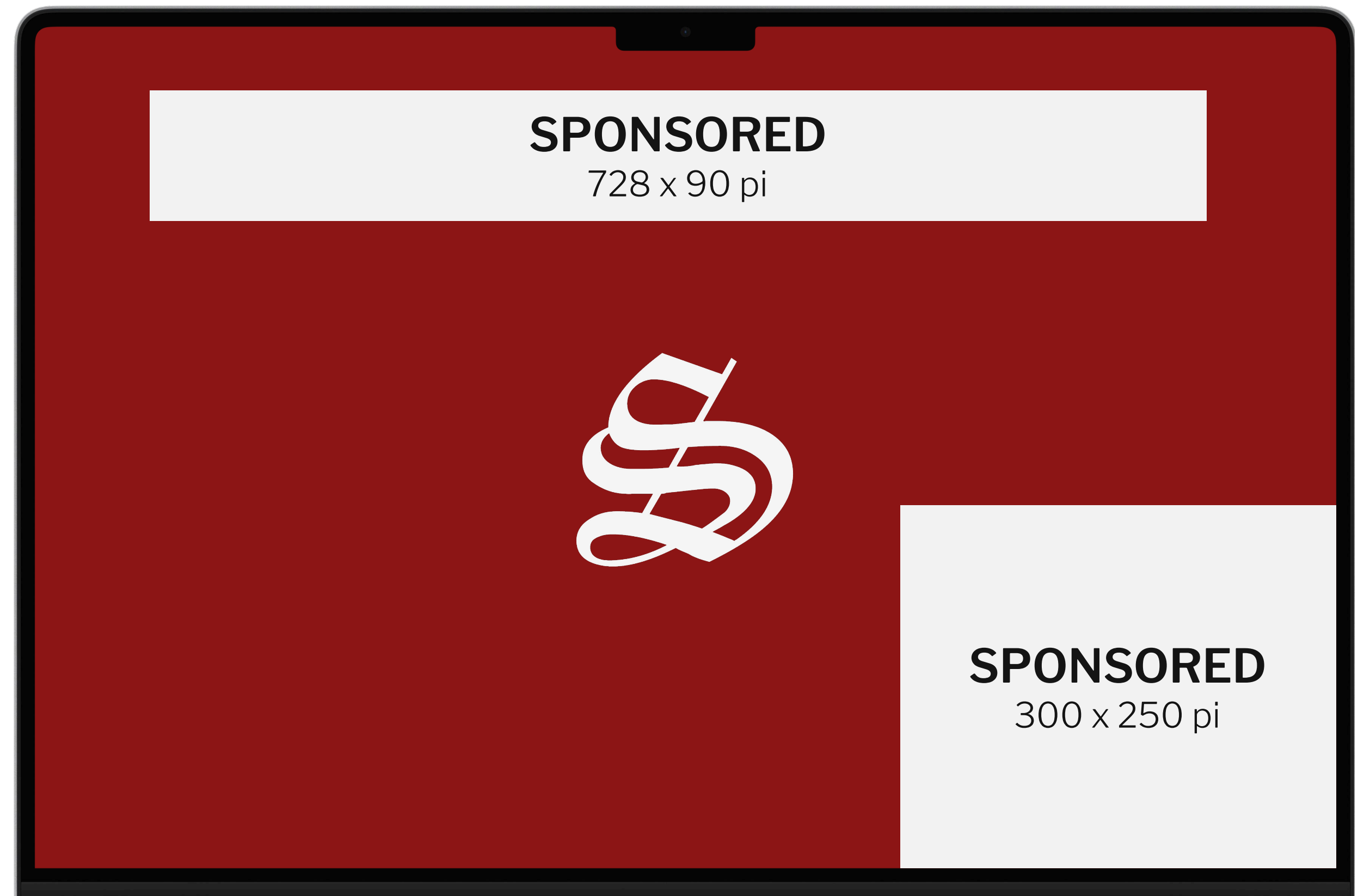
UNIQUE MONTHLY VISITORS

Interested in website ads?

Advertise with us via Mediavine!

Visit the link here:

<https://sales.mediavine.com/stanford-daily>



06

SOCIAL MEDIA



13.4K

INSTAGRAM FOLLOWERS



17.4K

FACEBOOK FOLLOWERS



19.5K

X / TWITTER FOLLOWERS



680K

YOUTUBE VIEWS



58.9K

TIKTOK LIKES

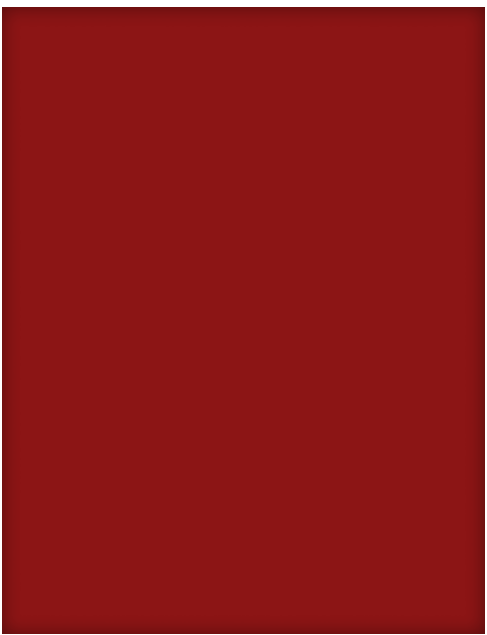
PRICE / AD	INSTAGRAM POST	INSTAGRAM STORY	FACEBOOK POST	TWITTER POST	SHORT-FORM VIDEO
1 - 4 ADs	\$150.00	\$75.00	\$100.00	\$50	\$150.00
5 - 9 ADs	\$135.00	\$67.50	\$90.00	\$45	\$135.00
10 - 14 ADs	\$127.50	\$63.75	\$85.00	\$42.50	\$127.50
15+ ADs	\$112.50	\$56.25	\$75.00	\$37.50	\$112.50
Advertise across platforms	2 platforms extra 10% off			3+ platforms extra 15% off	

Sponsored social media advertisement designs are available for a fee; please contact The Daily to request a quote.

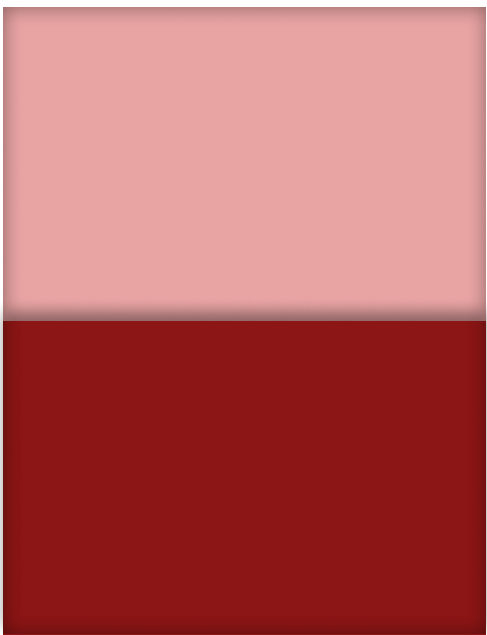
07

PRINT ADVERTISING

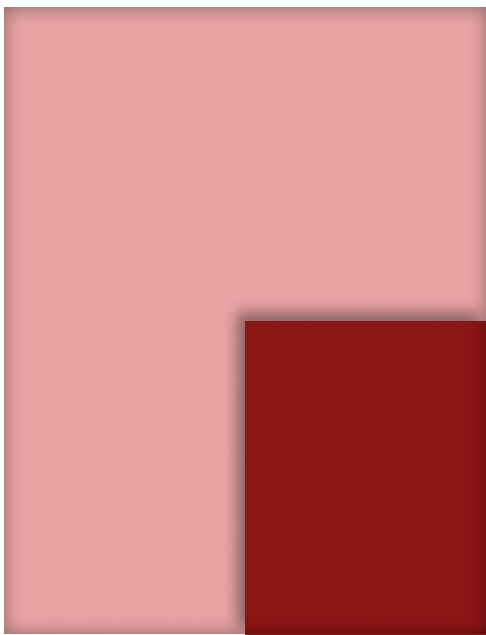
COLOR / B&W	FULL	HALF	QUARTER	EIGHTH	SIXTEENTH	BANNER
NATIONAL	\$3,410 / \$2,800	\$1,870 / \$1,410	\$1,100 / \$720	\$680 / \$370	\$360 / \$190	\$775
UNIVERSITY	\$2,640 / \$2,000	\$1,460 / \$1,010	\$820 / \$500	\$460 / \$260	\$250 / \$150	\$555
LOCAL	\$2,340 / \$1,600	\$1,280 / \$810	\$770 / \$420	\$430 / \$230	\$220 / \$120	\$495



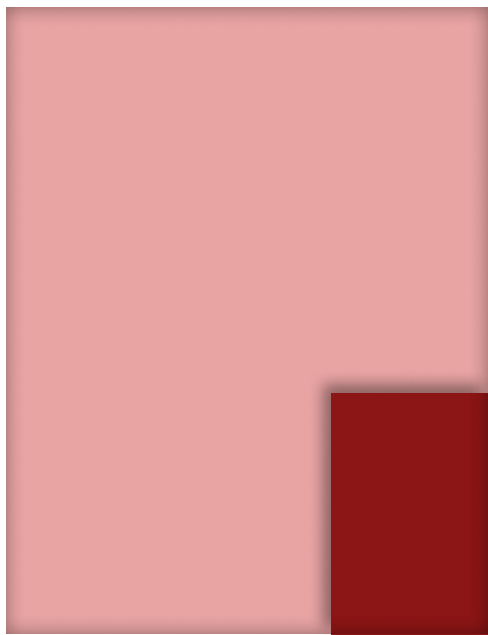
10" x 20.9"



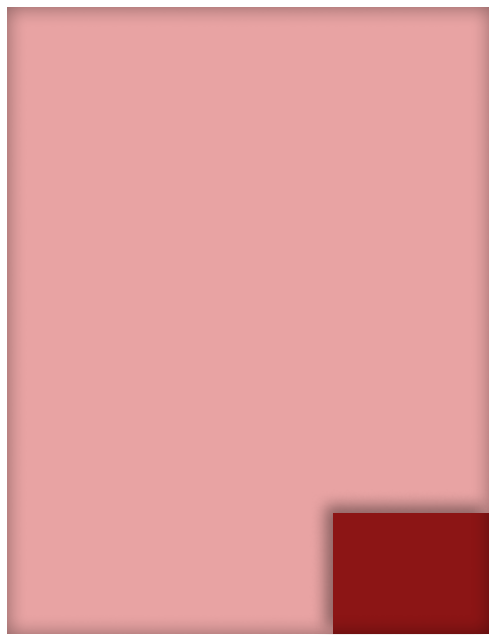
10" x 10.5"



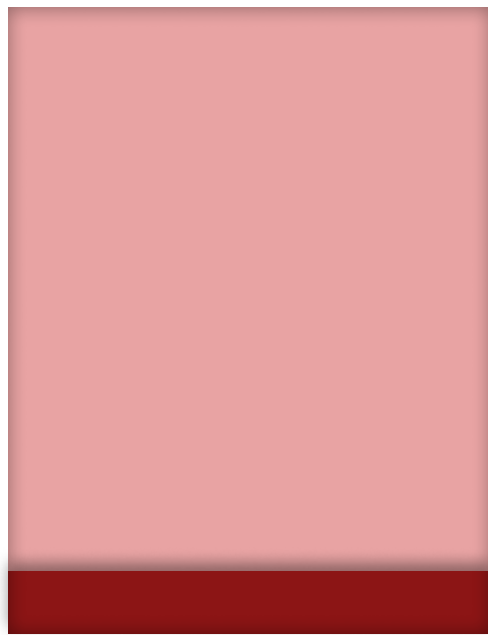
4.9" x 10.5"



4.9" x 5"



4.9" x 2.5"



10" x 2"

Inserts are up to 4 pages of content and \$900

ADVERTISING GUIDELINES

The Daily reviews advertising before publication and reserves discretion over acceptance. Advertising must remain clearly distinguishable from editorial content.

- Include sponsor name or branding.
- Do not mimic The Stanford Daily's editorial style in a misleading way.
- No fraudulent, deceptive, misleading or inaccurate claims.
- No unlawful, libelous, obscene, gratuitously offensive, or violence-inciting material.
- Advertisements may not promote gambling or betting of any kind.
- Paid advocacy and opinion advertising may be considered when it follows publication standards.
- Advertisers and contributors assume responsibility for ad content and claims.

This is a summary of guidelines from the 2026-27 Advertising Policy; please see website for the full policy.



THE STANFORD DAILY

Advertising Media Kit 2026-27

Advertising inquiries

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@StanfordDaily