<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>About DePaul University</td>
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<td>About The DePaulia</td>
<td>2</td>
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<tr>
<td>The DePaulia Publication Schedule</td>
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<td>About Radio DePaul</td>
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About DePaul University

DePaul University was founded in 1898 by the Congregation of the Mission (Vincentians), a religious community that follows the teachings of Saint Vincent de Paul. DePaul dedicated his life to inclusiveness and serving others, which is the guiding principle and inspiration for the university.

As the nation’s largest Catholic university, DePaul offers a high-caliber, challenging learning environment that is respected by employers, community leaders, and institutions of higher learning.

Contact Us
The DePaulia
Michelle Krichevskaya
Business Manager
Business@depauliaonline.com

Radio DePaul
Scott J. Vyverman
General Manager
svyverma@depaul.edu
773-325-7399

University Stats

23,799 Total Fall Enrollment 2014

7,646 Graduate Enrollment

16,153 Undergraduate Enrollment

47% / 53% Male/Female Students

1,944 Faculty

34% Students of Color

100,000 Alumni living and working in the metropolitan Chicago area
About The DePaulia

The DePaulia is the award-winning newspaper at DePaul University.

The DePaulia is the award-winning newspaper of DePaul University. The newspaper has six sections: News, Nation & World, Arts & Life, Sports, Opinions and Features. In 2015 the paper was recognized with a first place award in the General Excellence for weekly papers category from the Illinois College Press Association (ICPA). This win is the second in three years for the paper and the seventh consecutive year of placing in the top three in this category. The DePaulia also received 17 individual awards for excellence from the ICPA in 2015, a record for the paper. In the same year, The DePaulia placed second in the Midwest for General Excellence for weekly newspapers from the Society of Professional Journalists and won multiple awards for writing and general excellence from both the national Associated Collegiate Press and the College Media Advisors Association.

Print Edition: The print edition of The DePaulia is distributed on Mondays with 4,500 free copies at the Lincoln Park and Loop campuses. The DePaulia is published in tabloid format and printed only during the school year.

Deadlines
All space reservations must be made by Tuesday at 5 p.m. for the following Monday publication. All ad artwork and ad copy must be received by noon Wednesday. Changes to artwork or ad copy must be made prior to the Wednesday deadline. The advertiser is responsible for notifying The DePaulia in a timely manner for any ad changes that need to be made. The DePaulia is not responsible for inaccuracies in ad copy or artwork if changes are not submitted prior to the Wednesday deadline.

Common Sizes & Discounts**

<table>
<thead>
<tr>
<th>Size</th>
<th>B &amp; W</th>
<th>DePaul House Ad</th>
<th>Student Org.</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$600</td>
<td>$480</td>
<td>$420</td>
<td>+ $200</td>
</tr>
<tr>
<td>Half</td>
<td>$300</td>
<td>$240</td>
<td>$210</td>
<td>+ $150</td>
</tr>
<tr>
<td>Quarter</td>
<td>$135</td>
<td>$108</td>
<td>$95</td>
<td>+ $90</td>
</tr>
<tr>
<td>Eighth</td>
<td>$75</td>
<td>$60</td>
<td>$50</td>
<td>+ $40</td>
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</tbody>
</table>

**Discount rates available for consecutive weeks of advertising, please contact the Business Manager at Business@depaulliaonline.com
About The DePaulia (continued)

INSERTS
The DePaulia charges a flat rate of $935 for inserts. Insert ads should be no larger than 8.5”x11”. There are two standard sizes that are offered for insertions:
Minimum: 4.25” x 5.75”
Maximum: 8.5” x 11”

Tri-folded accordion folds are not allowed. Inserts will not be accepted any earlier than Friday before the insertion date.

Two sample copies must be sent to the printer, Topweb, LLC, two weeks prior to distribution. After approval, inserts must be shipped directly to Topweb LLC at least one week prior to distribution.

SHIP INSERTS TO:
Topweb, LLC
Attention: DePaul University Inserts
5450 N. Northwest Highway
Chicago, IL 60630

FINE PRINT
Placement is at the discretion of the Advertising Department. Suggestions will be taken for the placement of all ads but cannot be guaranteed.

PAYMENT POLICY
Invoices and tear sheets will be sent within 30 days of the publication date. It is the responsibility of the advertiser to request the desired number of tear sheets. If not specified, advertisers will receive one full issue along with the invoice. Payment is expected within 30 days of the invoice postmark. Payments not received within 30 days will be charged an additional 5 percent late fee for each week following payment due date. All DePaul University on-campus organizations are subject to this policy.

For check payments, please include at least ONE of the following on the memo of the check: the corresponding invoice number or the date for which the specific ad ran.

SEND PAYMENTS TO:
The DePaulia
c/o DePaul University College of Communication
1 East Jackson Boulevard, Suite 1800
Chicago, IL 60604-2201

Make checks payable to 'The DePaulia.'
The DePaulia Publication Schedule

September 2015

October 2015

November 2015

December 2015

January 2016

February 2016

March 2016

April 2016

May 2016

Publication dates for The DePaulia

Publication dates for The DePaulia Special Issues

September 14, 2015 - Back to School Issue

November 9, 2015 - Basketball Preview Issue

May 16, 2016 - Apartment Special Issue

May 30, 2016 - Graduation Special Issue
The DePaulia Online

The website, deaulionaonline.com, is continually updated throughout the year with breaking news and exclusive content. The website receives on average more than 50,000 unique visitors per month. The DePaulia also maintains an active social media presence on Facebook and Twitter that drives traffic back to its website.

DIMENSIONS
The DePaulia Online offers both rotating banner and sidebar advertising space.

Rotating Banner: 800 x 365 pixels
Sidebar: 240 x 240 pixels

RATES
Rotating banner advertisement is $500 per month or $1,200 per quarter.

Sidebar advertisement is $350 per month or $900 per quarter.

CLASSIFIEDS
To place a classified ad contact the Business Manager at Business@deaulionaonline.com. The classified rate is $20 for 15 days.
About Radio DePaul

Radio DePaul is an Internet radio station for millennials, by millennials that streams music, talk and news content to listeners in Chicago and around the world. The staff is comprised of current students, many of whom are Communication majors. The target audience is mobile and diverse, and so is the programming. From lively discussion-based programs to innovative music programs, Radio DePaul informs and entertains 365 days a year.

Radio DePaul Sports is an Internet radio station that streams student-hosted sports talk shows and 40+ Blue Demon games live each year, including men’s and women’s basketball. Our audience can listen to programs like “Blue Demon Weekly”, “SportsFlash” (sports news) and live games at radio.depaul.edu/sports. Radio DePaul Sports is The Student Voice of the DePaul Blue Demons.

**HOW TO HEAR RADIO DEPAUL**

Radio.DePaul.edu

iHeartRadio (search ‘Radio DePaul’)

DePaul campus cable channel 44.1

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<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Weekend Overnight</td>
<td>Midnight - 6am</td>
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<td></td>
<td>Morning Programming</td>
<td>6am - Noon</td>
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<td></td>
<td></td>
<td>Afternoon Programming</td>
<td>Noon - 6pm</td>
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<td></td>
<td>Evenings (Highest Listenership)</td>
<td>6pm - Midnight</td>
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**RADIO DEPAUL AWARDS**

“Best College Station in the Nation 2010”
Intercollegiate Broadcasting System

“Best Online College Station, 2012 & 2013”
Intercollegiate Broadcasting System

“Pinnacle Award for Best Public Service Announcement, 2015”
College Media Advisers

3 Golden Microphone Awards, 2015
Intercollegiate Broadcasting System

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Radio DePaul’s social media footprint is substantial. Between the two channels, there are 6,000+ Facebook, Twitter and Instagram followers and fans. Radio DePaul regularly uses social media to promote live games and shows and to give away prizes.
# Radio DePaul Sponsorship Rates and Packages

<table>
<thead>
<tr>
<th>RADIO DePaul</th>
<th>PRICE</th>
<th>BENEFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week</td>
<td>$50</td>
<td>• Minimum of 35 commercial plays</td>
</tr>
</tbody>
</table>
| Month        | $150  | • Minimum of 5 commercial plays each day  
               |       | • 2 social media mentions per day |
| Quarter (11 weeks) | $350  | • Minimum of 5 commercial plays each day (275 in total)  
               |         | • 2 social media mentions per day |
| Show*        | $50 per month | • Company logo and link on radio.depaul.edu homepage for entire quarter  
               |         | • 2 commercial plays per hour |
| Pocket News**| $100 per month | • Minimum of 9 commercial plays per month  
               |         | • 1 commercial play during each newscast for entire month  
               |         | • Minimum of 40 commercial plays per month |

*Radio DePaul shows average 2 hours per week, and each show airs 8 times per quarter.  
** A 15-minute newscast at 12pm and 5pm, Monday - Friday.

<table>
<thead>
<tr>
<th>RADIO DePaul SPORTS</th>
<th>PRICE</th>
<th>BENEFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week</td>
<td>$75</td>
<td>• Minimum of 35 commercial plays</td>
</tr>
</tbody>
</table>
| Month               | $200  | • Minimum of 5 commercial plays each day  
               |         | • 2 social media mentions per day |
| Quarter (11 weeks)  | $475  | • Minimum of 5 commercial plays each day (275 in total)  
               |         | • 2 social media mentions per day  
               |         | • Company logo and link on radio.depaul.edu homepage for entire quarter |
| Show*               | $75 per month | • 2 commercial plays per hour  
               |         | • Minimum of 9 commercial plays per month |
| Sports Flash**      | $150 per month | • 2 commercial plays per show  
               |         | • Minimum of 40 commercial plays per month |
| Men's or Women's    | $300 per season;  
                   | min 6 games | • Minimum of 5 commercial plays per game |
| Soccer Games        |       | • 2 social media blasts during each game broadcast |
| Women's Volleyball  | $300 per season;  
                   | min 4 games | • Minimum of 5 commercial plays per game  
               |         | • 2 social media blasts during each game broadcast |
| Games               |       | • 2 social media blasts during each game broadcast |
| Women's Softball    | $300 per season;  
                   | min 6 games | • Minimum of 5 commercial plays per game  
               |         | • 2 social media blasts during each game broadcast |
| Games               |       | • 2 social media blasts during each game broadcast |
| Men's Basketball    | $500 per season;  
                   | min 10 games | • Minimum of 5 commercial plays per game |
| Games               |       | • 2 social media blasts during each game broadcast |
| Women's Basketball  | $450 per season;  
                   | min 8 games | • Minimum of 5 commercial plays per game  
               |         | • 2 social media blasts during each game broadcast |

*Radio DePaul shows average 2 hours per week and each show airs 8 times per quarter  
** 30 - 60 minute sports news/commentary program on Radio DePaul Sports airs every Monday - Friday at 5pm.

<table>
<thead>
<tr>
<th>RADIO DePaul PODCAST</th>
<th>PRICE</th>
<th>BENEFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Episode</td>
<td>$25</td>
<td>• 3 commercial copy reads per episode</td>
</tr>
<tr>
<td>Quarter (8 episodes per quarter)</td>
<td>$150</td>
<td>• 3 commercial copy reads per episode, 24 total sponsor message reads per quarter</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RADIO DePaul BUNDLES</th>
<th>BENEFIT</th>
</tr>
</thead>
</table>
| Month $400           | • Minimum of 5 commercial plays each day on Radio DePaul and Radio DePaul Sports  
               | • 2 social media mentions per day  
               | • Company logo and link on radio.depaul.edu homepage for entire quarter  
               | • 3 commercial copy reads in each of three Radio DePaul podcast episodes (9 reads total) |
| Quarter (11 weeks) $800 | • Minimum of 5 commercial plays each day on Radio DePaul and Radio DePaul Sports  
               | • 2 Social media mentions per day  
               | • Company logo and link on radio.depaul.edu homepage for entire quarter  
               | • 3 commercial copy reads in all 8 Radio DePaul podcast episodes (24 reads total) |

Includes sponsorship Radio DePaul, Radio DePaul Sports, and The Radio
# Advertising Bundles

<table>
<thead>
<tr>
<th>Blue Package</th>
<th>Red Package</th>
<th>Black Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>The DePaulia</td>
<td>The DePaulia</td>
<td>The DePaulia</td>
</tr>
<tr>
<td>2 full-page ads</td>
<td>1 half-page ad &amp; 1 full-page ad</td>
<td>2 half-page ads</td>
</tr>
<tr>
<td>DePauliaOnline.com</td>
<td>DePauliaOnline.com</td>
<td>DePauliaOnline.com</td>
</tr>
<tr>
<td>Rotating banner ad for quarter</td>
<td>Rotating banner ad for 1 month</td>
<td>Sidebar ad for 1 month</td>
</tr>
<tr>
<td>Radio DePaul</td>
<td>Radio DePaul</td>
<td>Radio DePaul</td>
</tr>
<tr>
<td>Radio DePaul quarter bundle</td>
<td>Radio DePaul quarter bundle</td>
<td>Radio DePaul month bundle</td>
</tr>
</tbody>
</table>

**Total Value:** $3,600  
**Bundle Price:** $3,000  

**Total Value:** $2,400  
**Bundle Price:** $2,000  

**Total Value:** $1,350  
**Bundle Price:** $1,000  

**Add $200 to each package for color advertisement**
Policies and Specifications

THE DEPAULIA ADVERTISING POLICY

Print ads may be sent either as a hard copy or by email. The DePaulia cannot accept advertisements by fax or on disk. Photocopies, distorted images or artwork will not be accepted. The advertiser is responsible for submitting its ad according to the specified measurements. The DePaulia cannot be responsible for the distortion of artwork resulting from any digital modifications needed to fit the space ordered.

Artwork can be emailed in the form of PDF, JPEG or TIFF files as long as the file is in PC format. Please do not email ads saved in PageMaker, Microsoft Publisher or Adobe Illustrator formats.

Ads can be emailed to the Business Manager at business@depauliaonline.com.

The DePaulia also offers creative services for ad design. Contact the Business Manager for further information.

The DePaulia reserves the right to reject any advertising copy that does not meet newspaper or university standards.

RADIO DePaul SPECIFICATIONS

All sponsorship messages will be produced in-house by station staff members. Produced sponsorship messages are 30 or 60 seconds in length. Messages produced by Radio DePaul cannot be used on other platforms without written consent from General Manager Scott Vyverman.

Checks must be made payable to “DePaul University”. 50% of total payment is required before any sponsorship programs will begin. Final payment must be received 30 days from the completion of your program.

Custom sponsorship agreements are possible. Contact Scott Vyverman, General Manager, to discuss these options at svyverma@depaul.edu, 773-325-7399.

Radio DePaul Mailing Address
2250 N. Sheffield Avenue
Suite 317
Chicago, IL 60614
For other partnership opportunities with DePaul University, please contact the Office of Corporate Relations at CorporateRelations@depaul.edu