

THE ASSETS

Promote your business by advertising on one of our unique platforms, sponsoring the creation of custom content, collaborating on an event, or combining platforms and strategies through an underwriting package.

The DC

Published bi-annually, The DC is a publication of The SMU Daily Campus that features news, events, reviews and profiles of local businesses and people who are integral to the SMU community.

smudailycampus.com

The online home of The SMU Daily Campus featuring new reporting and content daily.

Social Media

SMU Daily Campus posts regularly on Instagram, TikTok, Facebook, and X. Sponsor a post or commission a full length video--anything is possible.

The Pony Pod

The Daily Campus podcast: the Pony Pod! Tune in for series that deep dive into campus stories of triumph and defeat and others covering politics, local news, and arts.

Events

From food truck specials to flash mobs, the SMU Daily Campus can partner with local business to create fun, engaging community events. Contact your DC representative for a custom quote.

Gender



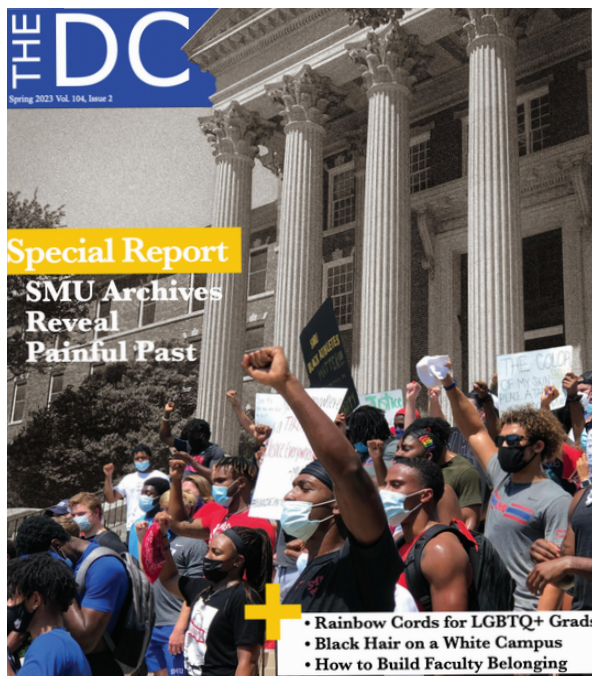
Age 18-21 yrs old

Nearly 50% of students

SMU is ranked **23** on a list of the nation's top 38 colleges that attract students from households in "the 1%" (New York Times)

CONTACT US

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Demographics

138,496
 reach

14,426
 social media followers

11,842
 students

DEADLINE

Spring Issue - March 5
 Print-ready art and full payment

BECOME AN UNDERWRITER \$5,000

Two posts each semester on
@smudailycampus.

A full-page ad in both Fall and Spring
issues.

One rectangle advertisement on
www.smudailycampus.com hosted for
one full academic year.

One PonyPod mention in Fall and
Spring.

15 seconds in the middle of an
episode.

Journalism Division Underwriting is
available with SMU LOOK for the same
price. Ask for details.

SOCIAL MEDIA

Instagram Post.....	\$300
Instagram Story.....	\$150
TikTok.....	\$200
Facebook.....	\$250
Custom-Content Mention.....	\$750

THANK YOU



We know you have a lot of choices
when it comes to donating, and we are
so grateful that you chose to donate to
our cause.

Pony Up!

PRINT

Full page.....	\$1,000
Half page horizontal.....	\$600
Half page vertical.....	\$600
Quarter page.....	\$300
Sixth page.....	\$200
Eighth page.....	\$150
Twelfth page.....	\$150
Business card.....	\$150
Page selection	\$75

WEBSITE

Leaderboard on every page

Semester.....	\$1,000
Monthly.....	\$400

Rectangle on every page

Semester.....	\$800
Monthly.....	\$300

PODCAST

15 second mention

Beginning of episode.....	\$300
Middle of episode.....	\$250
End of episode.....	\$200

30 second mention

Beginning of episode.....	\$300
Middle of episode.....	\$250
End of episode.....	\$200

ARTWORK

Ready to promote your business but lacking
visuals? Let the DC Staff craft a custom eye-
catching advertisement for only \$75.

CHECK US OUT!

 www.smudailycampus.com

 @smudailycampus

 @thedailycampus

 @hilltopnow