

UNIVERSITY *of* HOUSTON

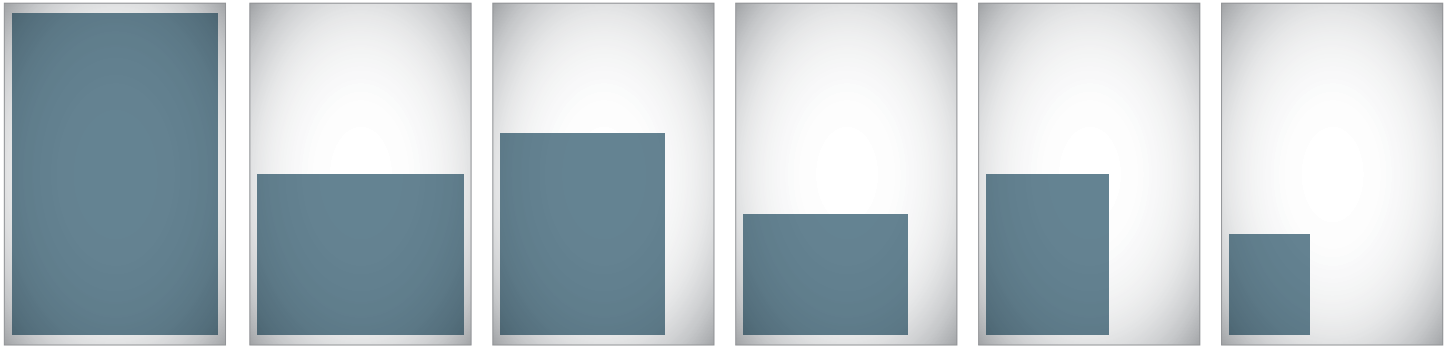


THE DAILY COUGAR[®]

PRINT + DIGITAL ADVERTISING

STANDARD AD SIZES

Open rate: \$10.82 per col. inch



FULL PAGE

5 col. x 16" = 80 col. in
(10.25" x 16")

\$865.60

1/2 PAGE WIDE

5 col. x 8" = 40 col. in
(10.25" x 8")

\$432.80

1/2 PAGE TALL

4 col. x 10" = 40 col. in
(8.1" x 10")

\$432.80

1/4 PAGE WIDE

4 col. x 6" = 24 col. in
(8.1" x 6")

\$259.68

1/4 PAGE TALL

3 col. x 8" = 24 col. in
(6.1" x 8")

\$259.68

1/8 PAGE

2 col. x 5" = 10 col. in
(4" x 5")

\$108.20

GO FULL COLOR

Boost the visibility of your ad and make readers remember your message with color.

Full color **\$300**
Spot color **\$100**
per ink



SPECIAL RATES

Non-profit/political advertisement **\$6.25** per inch
National advertiser **\$12.99** per inch

SAVE IN BULK

Achieve maximum results and save up to 20% off the normal rate.

100-300 col. inches **\$9.45** per inch
300+ col. inches **\$8.60** per inch

PRE-PRINTED INSERTS

1-4 pages: **\$89 per thousand**
6-8 pages: **\$94 per thousand**
9+ pages: **\$100 per thousand**

Minimum: 5,000 (fall/spring)
2,000 (summer)

Maximum: 10,000 (fall/spring)
5,000 (summer)

Deliver desired quantity of sheets, up to 8.5" x 11" in size, 5 days prior to publication.

Call (713) 743-5340 for delivery information.

NOW OFFERING
POST-IT NOTES
\$125 per thousand

HOW TO START ADVERTISING TODAY

1. Call us at (713) 743-5340 and get working with one of our student sales reps.
2. Pick a budget and then pick an ad size and frequency that makes the most of your money.
3. Supply your artwork or ask us to develop a design for you.
4. Schedule ad, submit payment and see the results!

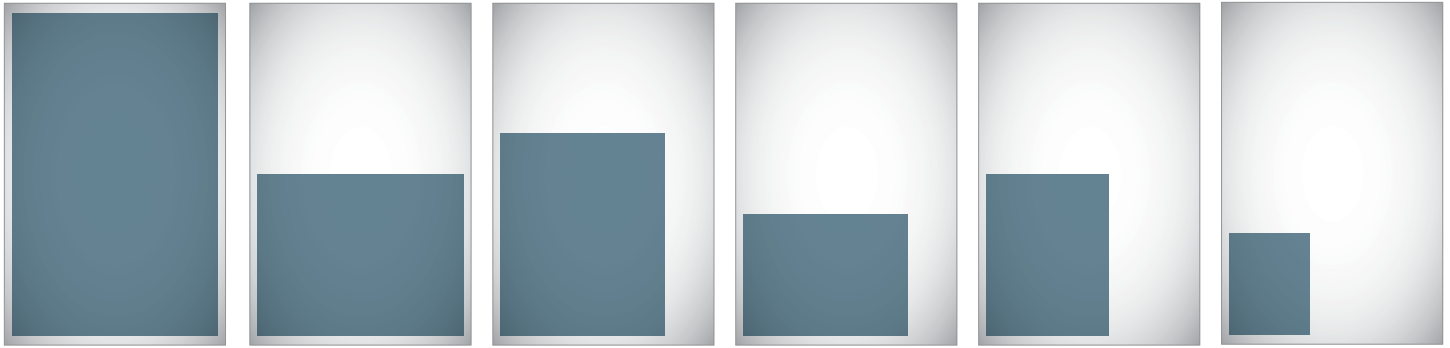
DEADLINES

Ad space, payment and artwork must be secured at least two business days prior to publication date.

RUN DATE	AD DEADLINE
Monday	3 p.m. Thursday
Tuesday	3 p.m. Friday
Wednesday	3 p.m. Monday
Thursday	3 p.m. Tuesday

STANDARD AD SIZES

Open rate: \$7.17 per col. inch



FULL PAGE

5 col. x 16" = 80 col. in
(10.25" x 16")

\$573.60

1/2 PAGE WIDE

5 col. x 8" = 40 col. in
(10.25" x 8")

\$286.80

1/2 PAGE TALL

4 col. x 10" = 40 col. in
(8.1" x 10")

\$286.80

1/4 PAGE WIDE

4 col. x 6" = 24 col. in
(8.1" x 6")

\$172.08

1/4 PAGE TALL

3 col. x 8" = 24 col. in
(6.1" x 8")

\$172.08

1/8 PAGE

2 col. x 5" = 10 col. in
(4" x 5")

\$71.70

GO FULL COLOR

Boost the visibility of your ad and make readers remember your message with color.

Full color **\$300**
Spot color **\$100**
per ink



SPECIAL RATES

Non-profit/political advertisement
..... **\$6.25** per inch

PRE-PRINTED INSERTS

1-4 pages: **\$89 per thousand**
6-8 pages: **\$94 per thousand**
9+ pages: **\$100 per thousand**

Minimum: 5,000 (fall/spring)
2,000 (summer)

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5,000 (summer)

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**NOW OFFERING
POST-IT
NOTES
\$125 per
thousand**

HOW TO START ADVERTISING TODAY

1. Call us at (713) 743-5340 and get working with one of our student sales reps.
2. Pick a budget and then pick an ad size and frequency that makes the most of your money.
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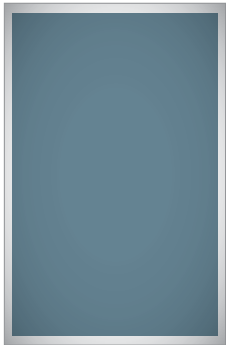
RUN DATE	AD DEADLINE
Monday	3 p.m. Thursday
Tuesday	3 p.m. Friday
Wednesday	3 p.m. Monday
Thursday	3 p.m. Tuesday

LOOKING FOR COVERAGE?

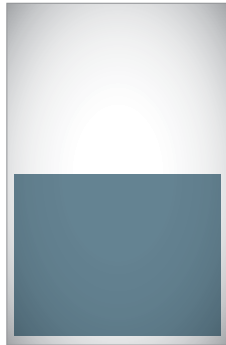
Advertisers are not guaranteed coverage in the paper, but they are encouraged to send press releases to the Newsroom via email to news@thedailycougar.com, or call (713) 743-5360. Editors have final say over what is covered.

STANDARD AD SIZES

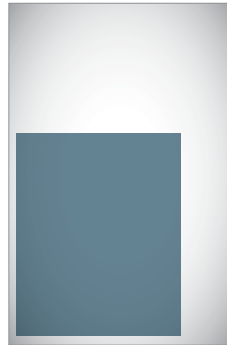
Open rate: \$4.75 per col. inch



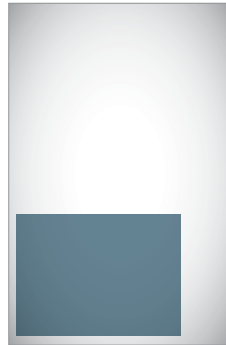
FULL PAGE
5 col. x 16" = 80 col. in
(10.25" x 16")
\$380.00



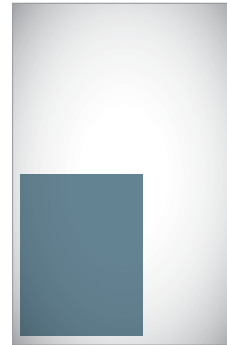
1/2 PAGE WIDE
5 col. x 8" = 40 col. in
(10.25" x 8")
\$190.00



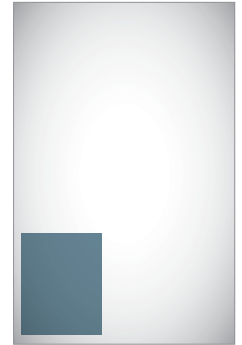
1/2 PAGE TALL
4 col. x 10" = 40 col. in
(8.1" x 10")
\$190.00



1/4 PAGE WIDE
4 col. x 6" = 24 col. in
(8.1" x 6")
\$114.00



1/4 PAGE TALL
3 col. x 8" = 24 col. in
(6.1" x 8")
\$114.00



1/8 PAGE
2 col. x 5" = 10 col. in
(4" x 5")
\$47.50

GO FULL COLOR

Boost the visibility of your ad and make readers remember your message with color.

Full color **\$300**
Spot color **\$100**
per ink



WE GOT AN A+ IN AFFORDABILITY

Registered student organizations pay the lowest rate we offer:
\$4.75 per col. inch

MEDIA SPONSORSHIP

The Daily Cougar can be a powerful media sponsor. We can help you boost the visibility and credibility of your event, organization or cause. As an organization, the Cougar is interested in being associated with UH community organizations, causes and events that extend our reach to new readers and mirror our own values.

What we can offer — Print/online ads at an additional discount; social media updates to our 3,000+ social followers.

What we might expect in return — Branding/logo on list of sponsors; online marketing; physical presence at event; distribution of newspapers at event.

Terms of a sponsorship will vary. **Call 713-743-5340 for information.**

DEADLINES

Ad space, payment and artwork must be secured at least two business days prior to publication date.

RUN DATE	AD DEADLINE
Monday	3 p.m. Thursday
Tuesday	3 p.m. Friday
Wednesday	3 p.m. Monday
Thursday	3 p.m. Tuesday

HOW TO GET IN THE COUGAR

Contact the newsroom: Send a press release or story idea to news@thedailycougar.com or call 713-743-5314

Get listed in the calendar: Send event details (including time, date, location) to calendar@thedailycougar.com

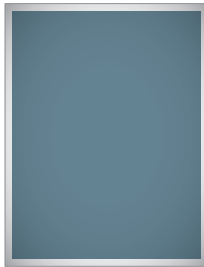
Blogs: Email editor@thedailycougar.com for details on setting up a FREE blog on thedailycougar.com.

Special Sections

2011
2012

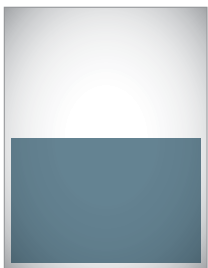
STANDARD AD SIZES

Special sections open rate: \$10 per col. inch

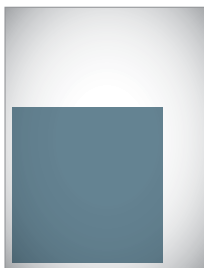


FULL PAGE
5 col. x 14" = 70 col. in
(10.25" x 14")
\$700

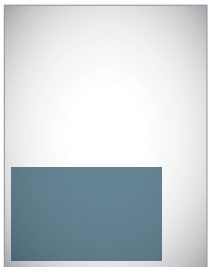
Note: Ad dimensions are different from standard Daily Cougar measurements.



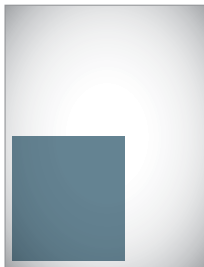
1/2 PAGE WIDE
5 col. x 7" = 35 col. in
(10.25" x 7")
\$350



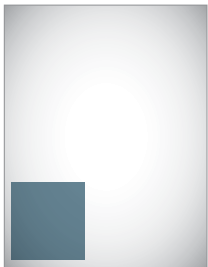
1/2 PAGE TALL
4 col. x 9" = 36 col. in
(8.1" x 9")
\$360



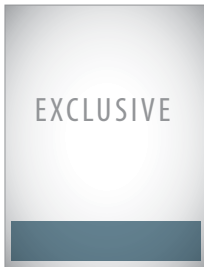
1/4 PAGE WIDE
4 col. x 4.5" = 18 col. in
(8.1" x 4.5")
\$180



1/4 PAGE TALL
3 col. x 6" = 18 col. in
(6.1" x 6")
\$180



1/8 PAGE
2 col. x 4" = 8 col. in
(4" x 4")
\$80



FRONT PAGE BANNER
(10.25" x 2")
Ask for pricing



3 REASONS TO ADVERTISE

- 1. Targeted audience.** Choose sections that target your ideal customer.
- 2. Longer shelf life.** Sections designed to last on high-quality paper.
- 3. Wider distribution.** High-traffic event and off-campus circulation.

GO FULL COLOR

Boost the visibility of your ad and make readers remember your message with color.

Full color..... **\$300** Spot color..... **\$100 per ink**



SPORTS EXTRAS

OVERTIME

Saturday, September 3, 2011
Saturday, September 24, 2011
Saturday, October 8, 2011
Saturday, October 22, 2011
Thursday, October 27, 2011
Saturday, November 19, 2011

Basketball Preview

Thursday, November 10, 2011

SPECIAL TOPICS

Go Greek

Tuesday, September 6, 2011

Health 411

Wednesday, October 26, 2011

Holiday Gift Guide

Thursday, November 17, 2011

Fall Finals Edition

Monday, December 5, 2011

Fall Graduation

Friday, December 9, 2011

Spring Break Guide

Thursday, February 9, 2012

Career Guide

Thursday, March 22, 2012

Wedding Guide

Friday, March 30, 2012

Green Guide

Thursday, April 19, 2012

Spring Finals Edition

Tuesday, May 1, 2012

Spring Graduation

Friday, May 4, 2012

DEADLINES

Generally, ad copy, scheduling and payment must be completed one week prior to section date listed above. Contact an ad rep for specific deadlines for each section.



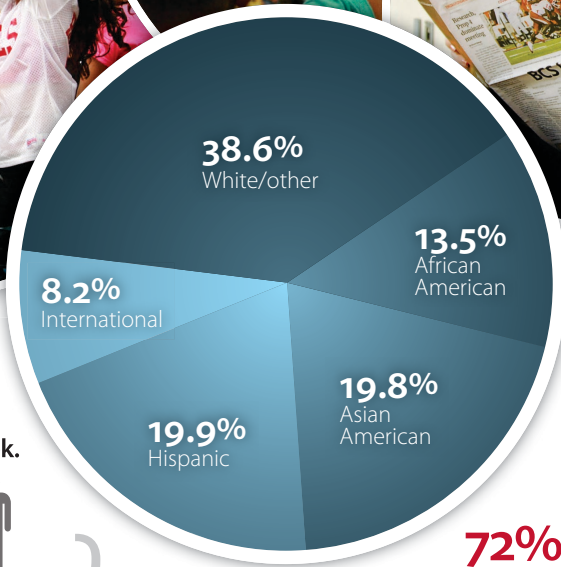
**BIG UNIVERSITY.
HUGE OPPORTUNITY.**

UH boasts a campus community of more than 42,000 people, including 6,000 faculty and staff! The Daily Cougar is available across the whole campus at more than 60 distribution sites.

6 out of 10 students read the paper once a week.



8 out of 10 faculty/staff read the paper once a week.



UNIVERSALLY DIVERSE.

Reach a wide cross-section of cultures and backgrounds with one advertising investment.

72% of students have jobs.

92% of students live off-campus.

25% of readers pick it up every day

Sources: UH Institutional Research; Daily Cougar Readership Surveys, Spring 2011

CLICK HERE *Our award-winning website is becoming a destination for students, parents, staff and alumni. Reach a broader audience online.*



150,000

UNIQUE VISITORS FROM AUG. 2010 – AUG. 2011

5.2 million

AD IMPRESSIONS SERVED IN 2010-2011



3,200+

SOCIAL MEDIA FOLLOWERS

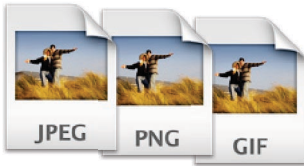


Sources: Google Analytics (August 2010-May 2011); OpenX, AdSense reports

ONLINE AD FILE FORMATS

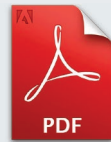


Rich media ads: Flash SWF
Links must be embedded with ActionScript 2.0
Animation length: 15 seconds
Max file size: 40 kb
Dimensions: Use exact pixel specs for given slot.



Static ads: JPG, PNG or GIF
Max file size: 40 kb
Dimensions: Use exact pixel specs for given slot.

PRINT FILE FORMATS



Best file format:
Embed all fonts.
Photos and graphics must be at least 300 dpi.



Make file compatible with Illustrator CS3.
Embed all artwork and package font files in a ZIP file.



CS3 compatible (use INX format if unsure) and packaged with all linked art and fonts in a ZIP file.



Files must be composed at 300 dpi at actual size. Include fonts or flatten all layers.

CS3 templates for most popular ad sizes are available. Just ask!

AWARD-WINNING DESIGNERS

Our talented designers are waiting for the chance to design your ad for FREE. So if you can't tell the difference between a PNG and a PDF, just tell your ad rep you need a design rockstar!



Other acceptable formats:

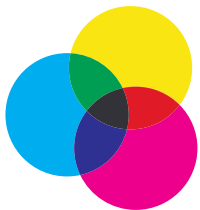
TIFF — Finished resolution of 300 dpi at actual size.

EPS — Finished resolution of 300 dpi at actual size. All fonts must be outlines.

* Ads sent in other formats, including Microsoft Office files, will need to be rebuilt by our designers and may not reproduce as intended. We cannot accept ads created in CorelDraw or Pagemaker.



E-mail print-ready files to production@thedailycougar.com



MULTIPLY YOUR RESULTS.

20%

Adding one color to an ad makes it 20% more noticeable to readers

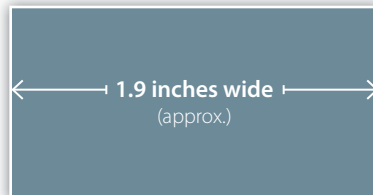
60%

more people read a full color ad in depth, compared to black and white only

Source: NAA Ad Elements study

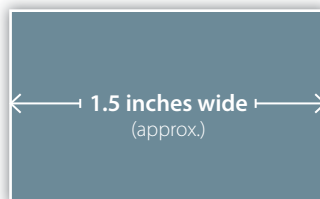
MEASUREMENTS

R.O.P. DISPLAY COLUMN WIDTH



2 columns: 4 inches wide
3 columns: 6.1 inches wide
4 columns: 8.1 inches wide
5 columns: 10.25 inches wide

CLASSIFIEDS DISPLAY COLUMN WIDTH



2 columns: 3.3 inches wide
3 columns: 5 inches wide
4 columns: 6.75 inches wide
5 columns: 8.5 inches wide
6 columns: 10.25 inches wide

MECHANICALS

Printing: Offset, 85-line screen

Format: 5-column wide tabloid

Page depth: 16 inches

Minimum ad size: 2 col. x 2"

Single column width: 1¹⁵/₁₆"

Double-truck dimensions: 11 col. x 16" (21.25" x 16")

Note: Ads exceeding 14" in depth will be charged for 16" depth.

Separations: Black and white ads should only have one separation (Black); color ads should only have four (CMYK); all spot colors will be converted to process mix on final output.

DISCLAIMER

The Daily Cougar Production Department reserves the right to adjust camera-ready ads to fit reserved space, to replace missing or corrupt fonts and perform technical adjustments to camera-ready ads to ensure press compatibility and accurate reproduction. The Daily Cougar will not be responsible for errors occurring on ads that do not conform to the specifications provided here. See *Advertising Policies*.

CATEGORIES

Advertisers may select from one of the following classified headings:

- Bulletin Board
- Cars & Cycles
- Help Wanted
- Lost & Found
- Miscellaneous for Sale
- Real Estate
- Rentals
- Roommates
- Rooms for Rent
- Services
- Travel
- Tutoring
- Typing/Word Processing

DID YOU KNOW?



92%

of students live off-campus.

They need places to live and jobs to pay the rent! Advertise today!

LINE ADS: QUICK, EASY, AFFORDABLE

All rates are net to The Daily Cougar. Charges for Classified line ads are calculated per-line, per-day with a 3-line minimum and 7 line maximum. The first line is approximately 30 characters with the first 2 or 3 words in all caps. Additional lines are about 32 characters each. Bulk ad rates are non-refundable and are based on consecutive insertions.

Each insertion, per line per day: \$1.60

Bulk contract (20+ consecutive insertions), per line per day: \$1.43

GARAGE APT for rent. Bdrm, living rm, kitchen w/appl, study. Window AC. 4310 1/2 Dallas. \$500/mo. Tenant pays gas and electricity. 713-961-7696

◀ *Example of a 4-line ad.*

Cost to run this ad for 5 days: \$32.00

Now offering 24/7 self-service classified line ads:

Log on to thedailycougar.com/classifieds, click "Post Classifieds" and get going in no time!

DISPLAY ADS: BIGGER, BOLDER, BETTER

Rates are based on consecutive insertions. An ad's depth in inches must be greater than or equal to its column width. (For example, ads that are 2 columns wide must be at least 2 inches deep; a 3-column ad must be 3 inches deep.)

All rates are per inch per day:

One insertion \$12.77

2-19 consecutive insertions \$9.62

Bulk contracts (20+ consecutive insertions): \$8.32

INTERNSHIPS AVAILABLE!

Advertising Sales
Must Have Dependable Car.
Will Train.

\$400-\$500
Weekly Commissions

University of Houston
Telephone Directory
Email resume to:
GVPubs@aol.com
1-800-288-3044

◀ *Example of a 1x2 display ad.*

Cost to run this ad for 5 days: \$96.20

DEADLINES

Payment and ad copy due two business days before run date.

RUN DATE	AD DEADLINE
Monday	4 p.m. Thursday
Tuesday	4 p.m. Friday
Wednesday	4 p.m. Monday
Thursday	4 p.m. Tuesday

E-mail ad material to classifieds@thedailycougar.com



Call us to place an ad today!

713-743-5356

FAX : 713-743-5384

FEATURED SECTIONS

Wednesdays:
Worship Directory



1x1 display ad: **\$10 per week**

Thursdays
& Fridays:
Legal Help Directory



1x1 for two days: **\$15 per week**

1x2 for two days: **\$25 per week**

ONLINE REACH

Our online ads reach thousands of potential readers and stay up for a whole month, some for less than a dollar a day.

Housing/Jobs \$40/mo

Services/Around town \$25/mo

ACTUAL SIZES. REAL VALUE.

1 X 1
1.5" x 1"

Room for 30 words at size 7 pt font with a small headline.

\$12.77 for one day
\$9.62 a day for 2-19 days
\$8.32 a day for 20+ days
\$48.10/wk

1 X 1.5
1.5" x 1.5"

Room for 45 words at size 7 pt font with a small headline.

\$19.16 for one day
\$14.43 a day for 2-19 days
\$12.48 a day for 20+ days
\$72.15/wk

1 X 2
1.5" x 2"

Room for 60 words at size 7 pt font with a small headline. Try using less text and include your logo!

\$25.54 for one day
\$19.24 a day for 2-19 days
\$16.64 a day for 20+ days
\$96.20/wk

1 X 3
1.5" x 3"

Room for 80 words at size 7 pt font with a small headline. Try using less text and include your logo!

\$38.31 for one day
\$28.86 a day for 2-19 days
\$24.96 a day for 20+ days
\$144.30/wk

***Frequency is everything.
Frequency is everything.
Frequency is everything.***

Save almost **25%** off the cost of each ad by running more than two days consecutively.

Save money. Boost results!

2 X 2
3.3" x 2"

Try 60-80 words with a photo, graphic or logo to make it eye-catching.

\$51.08 for one day
\$38.48 a day for 2-19 days
\$33.28 a day for 20+ days
\$192.40/wk

2 X 3
3.3" x 3"

Try 60-80 words with a photo, graphic or logo to make it eye-catching.

\$76.62 for one day
\$57.72 a day for 2-19 days
\$49.92 a day for 20+ days
\$288.60/wk

728 x 90

←..... | **Leaderboard**
Monthly: \$400.
Weekly: \$250.
Daily: \$75.

300 x 250

←..... | **Medium Rectangle 1 (above the fold)**
Monthly: \$300.
Weekly: \$175.
Daily: \$60.

300 x 100

←..... | **Small Rectangle (above the fold)**
Monthly: \$150.
Weekly: \$100.
Daily: \$60.

what's hot?

Up to **70,000**
Pageviews per month

300 x 250

←..... | **Medium Rectangle 2 (below the fold)**
Monthly: \$200.
Weekly: \$150.
Daily: \$60.

300 x 250

←..... | **Medium Rectangle 3 (below the fold)**
Monthly: \$200.
Weekly: \$150.
Daily: \$60.

90%
Visitors in the Houston area

125 x 125

←..... | **Button ads**
Monthly: \$100.

←..... | **Text links**
Monthly: \$60.

Note: Sizes given are actual pixel measurements.

Formats: We accept SWF (with links embedded), GIF, PNG and JPG files. File size limit is 40 KB.



FALL 2011

AUGUST

21 **22** 23 24 25 26 27
28 29 30 31

SEPTEMBER

1 2 **3**
4 5 **6** 7 8 9 10
11 **12** 13 14 15 16 17
18 **19** 20 21 22 23 **24**
25 **26** 27 28 29 30 1

OCTOBER

2 3 4 5 6 7 **8**
9 10 11 12 13 14 15
16 **17** 18 19 20 21 **22**
23 **24** 25 **26** **27** 28 29
30 31

NOVEMBER

1 2 3 4 5
6 7 8 9 **10** 11 12
13 **14** 15 16 17 **18** **19**
20 **21** 22 23 24 25 26
27 **28** 29 **30**

DECEMBER

1 2 3
4 **5** 6 7 8 **9** 10

SPRING 2012

JANUARY

15 16 **17** 18 19 20 21
22 **23** 24 25 26 27 28
29 **30** 31

FEBRUARY

1 2 3 4
5 **6** 7 8 **9** 10 11
12 **13** 14 15 16 17 18
19 **20** 21 22 23 24 25
26 **27** 28 29

MARCH

1 2 3
4 5 **6** 7 8 9 10
11 12 13 14 15 16 17
18 **19** 20 21 **22** 23 24
25 **26** 27 28 29 30 31

APRIL

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 **16** 17 18 **19** 20 21
22 **23** 24 25 26 27 28
29 30

MAY

1 2 3 **4** 5

SUMMER 2012

MAY-JUNE

27 28 29 **30** 31 1 2
3 4 5 **6** 7 8 9
10 11 12 **13** 14 15 16
17 18 19 **20** 21 22 23
24 25 26 **27** **28** 29 30

JULY

1 2 3 **4** 5 6 7
8 9 10 **11** 12 13 14
15 16 17 **18** 19 20 21
22 23 24 **25** 26 **27** 28
29 30 31

AUGUST

1 2 3 4

Dates in **bold** are regular publication days.

■ = Special sections and supplements. See list at right for details.

■ = "Red Zone", a new special publication for home football games.

SPECIAL SECTIONS + SUPPLEMENTS

Fall Back to School
August 22, 2011

Gameday
Saturday, September 3, 2011

Go Greek
Tuesday, September 6, 2011

Gameday
Saturday, September 24, 2011

Gameday-Family Weekend
Saturday, October 8, 2011

Gameday-Homecoming
Saturday, October 22, 2011

Health 411
Wednesday, October 26, 2011

Gameday-Bayou Bucket
Thursday, October 27, 2011

Basketball Preview
Thursday, November 10, 2011

Holiday Gift Guide
Thursday, November 18, 2011

Gameday
Saturday, November 19, 2011

Holiday Hot Spots
Wednesday, November 30, 2011

Fall Finals Edition
Monday, December 5, 2011

Fall Graduation
Friday, December 9, 2011

Spring Back to School
Tuesday, January 17, 2012

Spring Break Guide
Thursday, February 9, 2012

Career Guide
Thursday, March 22, 2012

Wedding Guide
Friday, March 30, 2012

Green Guide
Thursday, April 19, 2012

Transitions
Friday, May 18, 2012

Spring Finals Edition
Tuesday, May 1, 2012

Spring Graduation
Friday, May 4, 2012

Summer Hot Spots
Thursday, June 28, 2012

Look-Learn-Lease
Friday, July 27, 2012

Cougar Calendar
Friday, August 10, 2012

STANDARDS OF ACCEPTABILITY

All advertising is subject to approval by the Student Publications acceptance committee. The committee reserves the right to refuse advertising content that does not meet The Daily Cougar's standards of acceptance. Ads for homework, term papers, adult striptease clubs, personals, psychic readers and adoptions will not be accepted and published by The Daily Cougar. A sample of all advertised mail-order items must be submitted to the advertising manager for approval prior to scheduling or publication of an advertisement.

The Daily Cougar will not knowingly accept any advertisement that is defamatory, promotes academic dishonesty, violates any city, county, state or federal laws, or that is potentially libelous against a person based on race, sex, age, color, creed, religion, nationality or disability.

The Daily Cougar will make all reasonable efforts to see that advertising is published as accepted and that pre-printed inserts are distributed as ordered. However, The Daily Cougar will not be responsible for any consequential damages resulting from failure to do so.

The advertiser and/or agency agrees to assume full and complete responsibility and liability for the content (including text representations, illustrations, photographs, and copyrights) for any advertisements placed in The Daily Cougar. Advertising having the appearance of news must be labeled "Paid Advertising" at the top center of the ad within its border. As required by Texas state law, all political and cause advertisements must display the phrase "Paid Political Advertisement" at the top center of the ad within its border.

All contract advertising is subject to the terms set forth in this rate card.

PAYMENT TERMS

All rates are net (non-commissionable and billed accordingly) and payable by cash, check, Visa, MasterCard, American Express, or P-card and SC Vouchers. Please make all checks payable to The University of Houston. Prepayment is required for all new advertisers, political, out-of-state and transient advertisers. By placing an advertising order, the advertiser agrees to and certifies conformity with The Daily Cougar's policies and terms. All advertising must be paid for in advance until the advertiser has established credit with The Daily Cougar. Allow two weeks for processing of credit applications. For those advertisers with approved credit, payment is due upon the receipt of invoice. All terms and conditions on the credit application apply.

The Daily Cougar advertising rates include ad design and layout services. Additional charges may be assessed for extensive design, photography, graphics or typesetting services. For those advertisers with approved credit, payment is due by the end of the month. All terms and conditions on the credit application apply.

CAMERA-READY TERMS

The Daily Cougar accepts camera-ready submissions with the understanding that the ad has been approved by the advertiser or a representative thereof for publication without additional changes or corrections. The advertiser is entirely responsible for insuring that camera-ready ads are delivered to the paper in publishable form. Please contact your

advertising representative at (714) 743-5340 before sending an advertisement in electronic format.

Information on electronic submissions can also be downloaded from <http://thedailycougar.com/advertising>.

To submit ads via e-mail, send files, including all placed art and fonts, to production@thedailycougar.com Include the advertiser's and sales rep's names in the e-mail message that accompanies your ad.

POSITION REQUESTS

Placement and page position of ads will not be guaranteed. Requests will be honored when possible.

ERRORS IN ADS

The Daily Cougar shall not be responsible for typographical errors which do not lessen the value of an advertisement. Liability for an omitted ad shall be limited to rescheduling at the advertiser's request. The Daily Cougar is not responsible for errors in advertising copy accepted after deadline or when advertisers or their representatives have approved an ad containing those errors.

The Daily Cougar will be responsible for only the first insertion of incorrect copy or scheduling. Compensation for errors made by The Daily Cougar is limited to the cost of the first insertion of the ad.

CANCELLATION OF ADS

Advertisers may cancel ad space up to the advertising deadline. Failure on the advertiser's part to give notice of cancellation by the deadline does not release the advertiser from responsibility for payment of charges for reserved ad space.

CONTACT US

DISPLAY ADVERTISING

713.743.5340
advertising@thedailycougar.com

CLASSIFIED ADVERTISING

713.743.5356
classifieds@thedailycougar.com

BUSINESS OFFICE

713.743.5350
business@thedailycougar.com

NEWSROOM

713.743.5360
news@thedailycougar.com

MAILING ADDRESS

Room 7, UC Satellite
University of Houston
Houston, TX 77204-4015

FAX

713-743-5384

ONLINE

<http://www.thedailycougar.com>
<http://www.uh.edu/sp>

SOCIAL MEDIA

<http://facebook.com/thedailycougar>
<http://twitter.com/thedailycougar>
<http://youtube.com/dailycougar>



PERSONNEL

Delores Crawford, Advertising Manager
(713) 743-5345 dlcrawford@uh.edu

Leona Davis, Business Office Assistant
(713) 743-6405 lmdavis2@central.uh.edu

Matt Dulin, Production/Editorial Manager
(713) 743-5345 mdulin@uh.edu

Candy Littleton, Assistant Business Administrator
(713) 743-5343 candy@uh.edu

Display advertising

713.743.5340

advertising@thedailycougar.com

Classified advertising

713.743.5356

classifieds@thedailycougar.com

Business office

713.743.5350

business@thedailycougar.com

Online

www.thedailycougar.com

www.uh.edu/sp

