

ABOUT THE DAILY NEBRASKAN

The Daily Nebraskan has been serving the University of Nebraska community since 1900. Now in its 84th year of publication, the "DN" gives you an unparalleled opportunity to reach a unique market. When you advertise in the DN your advertisement is published 17,500 times and distributed to a campus community of over 29,500 students, faculty and staff. The campus community looks to the DN each weekday for campus news and events, local news, and now with the addition of UPI wire service, national and worldwide news.

The Daily Nebraskan is distributed free to 100 high traffic points on City Campus, East Campus, and several downtown Lincoln businesses frequented by students including the State Capitol and State Office Buildings.

Advertising in the Daily Nebraskan is a profitable investment by reaching UNL students who spend over \$19 million annually and rely on the DN for buying information.

At the annual convention for College Newspapers, the Daily Nebraskan was awarded three first place awards out of five categories, receiving the most awards given to any college paper.

The Daily Nebraskan offers both creative and typographic services to all advertisers. Current marketing research is available upon request. An advertising representative will answer any questions and help coordinate your advertising to capture the university's multi-million dollar market.