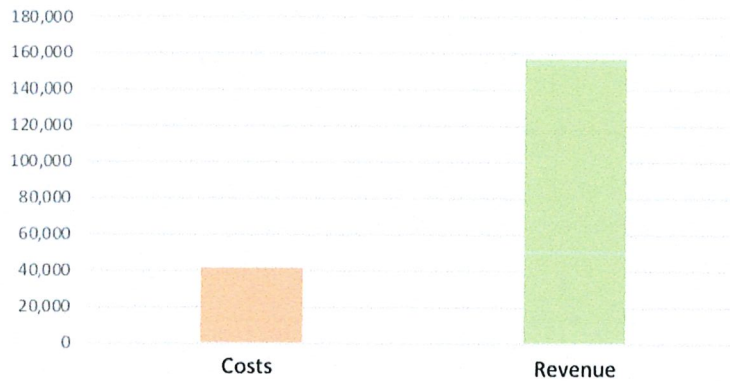


The California Aggie

Printing Costs vs. Revenue



Breakdown of revenue from printing:

- Total: \$157,000
 - National Display: \$12,000
 - Local Display: \$145,000

Cost of printing: \$40,000

Why printing is necessary:

- Contrary to beliefs that benefits of printing are small, The Aggie gains *much* more revenue from advertisements for our print issue, even and especially compared to online advertisement
- Physical newspapers and newspaper racks provide a self-advertisement for The Aggie, increasing traction and awareness of our newspaper
- Our printed version allows those without online access to be informed of important news surrounding the UC Davis campus and city of Davis communities
- Any leftover newspapers are recycled and repurposed
 - Donated to the California Raptor Center, San Francisco Zoo
 - Used for Picnic Day floats
 - Given to high school classrooms to encourage young students to be informed about news, interested in journalism, and invested in current issues
- We receive many requests for newspapers to be brought to additional on-campus locations, businesses downtown, etc.
- Online platforms do not make up for not having a printed newspaper
- The Aggie is working on a digitization project, and we will be the first undergraduate UC to digitize our entire collection dating back to 1915 — this shows a history of how our printed newspaper has evolved over the past century, and will enable people to access any issue of The Aggie