



# Spartan Daily

The #1  
local newspaper  
among  
San Jose State  
University Students

San Jose State University was founded in 1857 and is California's oldest public university. Diversity, exuberance and a modern appeal are characteristics that define the city of San Jose and the institution of higher learning which carries its name.

The Spartan Daily newspaper captures the very essence of these qualities while maintaining a tradition of strong journalism.

Beginning with its first publication in 1934, the Spartan Daily has established a legacy of excellence. Each day over 30,000 students, faculty and staff turn to the Spartan Daily for news and information about events, both on and off campus. Thousands of copies are distributed at over 40 locations.

Let the Spartan Daily help you reach the San Jose State University market.

We offer our clients creative layouts and composition for new ads, graphic arts services and advertising clip art — all free of charge.

Please contact the Spartan Daily for additional information.



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## San Jose State University Statistics

Over 31,000 students, faculty and staff make up the San Jose State University community

### Student Population

92% are from California  
7% are from Out of State  
46% are male  
54% are female

### Student Enrollment

Freshmen: 17%  
Sophomores: 9%  
Juniors: 19%  
Seniors: 28%  
Graduates: 25%  
2nd Bachelors: 21%

### Student Age

16% are under 19  
41% are 20-24  
21% are 25-29  
9% are 30-34  
13% are 35-39

**Email us:**  
spartandailyads@casa.sjsu.edu



## About San Jose

The Bay area offers a wider arange of exciting cultural, recreational, educational and entertainment oppurtunities



### Population: 1,000,364

San Jose is the third largest city in California. It is the 10th largest city in the United States. Despite its large population, San jose has the nation's best public safety record of the metropolitan area.

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### Median Income

A median household income of approximately \$67,500 ranks San Jose as one of the highest in the United States

### Entertainment

Cinemas, theatres, free concerts, excellent dining, comedy clubs, fabulous shopping malls pepper the San Jose landscape. San Jose provides the public with free music and entertainment such as the San Jose Jazz festival, Music in the Park, Metro Fountain blues festival, Cinco de Mayo festival

### Activities

San Jose offers a myriad of recreational and historical attractions: family theme parks, museums. They would include The Tech Museum, Children's Discovery Museum, San Jose Rose Garden, Great America, San Jose historical museum.

### Airport

The Norman Y. Mineta San Jose international airport is just a five minute drive from downtown San Jose.

**IM us:**  
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