

The Daily Iowan

ADVERTISING RATES & INFORMATION 2015-2016

100 Adler Journalism Building, Room E131 • Iowa City, IA 52242-2004

Advertising Office: (319) 335-5790 • Advertising FAX: (319) 335-5850 • Advertising E-mail: daily-iowan-ads@uiowa.edu

ADVERTISING SALES STAFF

Advertising Manager: Renee Manders (319) 335-5193
 Sales Representatives: Cathy Witt (319) 335-5794
 Bev Mrstik (319) 335-5792
 Classified Advertising Manager: Juli Krause (319) 335-5784
 Publisher: William Casey (319) 335-5788

POLICIES

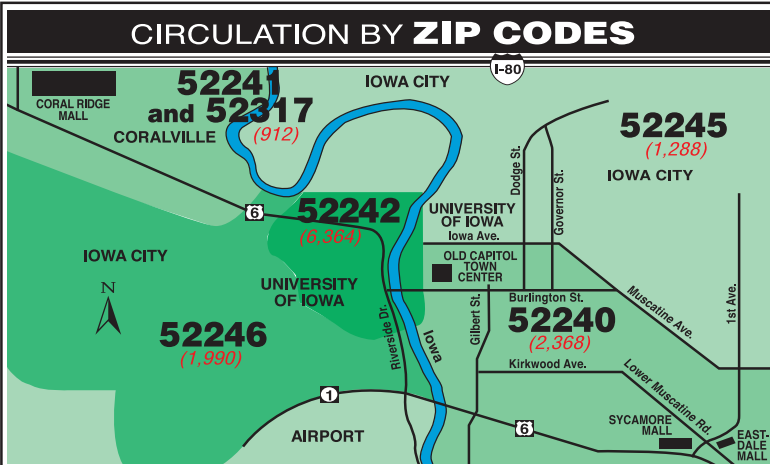
It is the policy of *The Daily Iowan* that political advertising will be billed at the paper's display advertising open rate. All political advertising will be paid in advance and under no circumstances will a purchaser of such advertising receive any discount or contract rate.

Political advertising includes all proposed paid advertisements: (1) urging the election or defeat of any candidate for public office; (2) urging the passage or defeat of any measure requiring a popular vote; or (3) urging the adoption of any course of action by any national, state or local governmental body or agency.

The publisher reserves the right to increase advertising rates specified within this rate card at any time with at least thirty (30) days notice, with the understanding that if the new rates are unsatisfactory to the advertiser, he may cancel his contract at the effective date of the increase without a penalty in rate on advertising previously published under this contract.

This newspaper may review or reject any copy or illustration that does not meet its standards of acceptance. Transient advertising and new businesses without established credit ratings are required to pay in advance for all local classified and display advertising until credit has been established. The length of the advance payment period will be at the discretion of the newspaper.

Mailed Out of Town: 78



MECHANICAL REQUIREMENTS

Print Advertising. Offset operation, broadsheet.

We gladly accept:



BROADSHEET

(column widths to the nearest 1/16")

Column width 1 1/2". 1/8" gutters.

1 col.	1 1/2"	2 col.	3 1/4"
3 col.5"	4 col.	6 5/8"
5 col.8 1/4"	6 col.	10"

DISPLAY ADVERTISING RATES

Per Column Inch. Effective September 1, 2015.	Full Color	\$200.00
Local Open Rate: \$17.73.	1401-4000 inches.	12.55
120-400 inches	4001-6000 inches.	11.15
401-1400 inches.	6001-10,000 inches.	10.88

Repeat discounts on local advertising.

National Advertising Rate 30.26

15% Agency commission allowable on advertising billed at the National Advertising Rate.

FRONT PAGE ADS

Ads are 6 col. x 1 1/2", full color and appear at the bottom of the front page
 Local Rate: 360 National Rate: 500

COLOR

Full Color \$200.00

FRONT PAGE POST-ITS

• Call 319.335.5790 for rates and details

PRE-PRINTED INSERTS

- Accepted on: Monday, Wednesday, Friday
- Deadline: Ten business days prior to insertion
- Minimum size 4"x6", maximum size 10.5"x10.75"
- 5,000 minimum. Full run 13,000.
- Shipping address: Attn. Daily Iowan inserts, Color Web Printers
4700 Bowling Street SW, Cedar Rapids, IA, 52404

Who Are The Daily Iowan Readers?

The Daily Iowan serves primarily the University Community of the University of Iowa: student population, 31,000; faculty and staff, 22,827. Metro area population, 89,000. University payroll per month, \$105,000,000. Annual gross retail sales in Iowa City/Coralville approximately \$1,500,000,000. 75% of University of Iowa students, faculty & staff read *The Daily Iowan*.

Published 40 weeks per year, daily, Monday through Friday mornings. Circulation 13,000 August through May, 9,000 June and July.

Email edition subscribers 63,000+ daily. Carrier delivered across the Iowa City, Coralville and North Liberty area.

Readership is 40,000 daily between the print edition and the online edition. www.dailyiowan.com

PUBLICATION CALENDAR 2015-2016

August 2015							September 2015							October 2015							November 2015							December 2015							January 2016								
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S		
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23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31	22	23	24	25	26	27	28	27	28	29	30	31			14	15	16	17	18	19	20		
30	31																				29	30						28	29	30	31				24	25	26	27	28	29	30		
February 2016							March 2016							April 2016							May 2016							June 2016							July 2016								
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