Employing over 200 students throughout the year, the Iowa State Daily is an independent, student-run, non-profit organization.

The Daily is owned and operated by students for the students, faculty, staff and alumni that make up the ISU Community. First established in 1890, the Daily has been instrumental in providing the ISU Community with the area’s most comprehensive source of campus news, sports and entertainment, as well as state and national news.

The Daily is published Monday through Friday in accordance with the university’s academic calendar by the Iowa State Daily Publication Board and is funded by the Government of the Student Body.
## Retail & Classified Rates

<table>
<thead>
<tr>
<th>Rate</th>
<th>Rate</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Open Rate</strong></td>
<td>$10.95 p.c.i.</td>
<td>Open display advertising rate applies to all transient businesses and non-contract local clients that are publishing in the retail or classified sections of the Daily.</td>
</tr>
<tr>
<td><strong>Non-Profit</strong></td>
<td>$9.45 p.c.i.</td>
<td>Special rates apply to all churches; non-profit civic and service organizations; government agencies; and public colleges and universities. To qualify for this rate, organizations must provide an IRS form 501(c)3 or 501(c)4.</td>
</tr>
<tr>
<td><strong>Student</strong></td>
<td>$8.00 p.c.i.</td>
<td>Registered Campus Organization’s ad orders need to be accompanied by a signed Campus Organization Intramural Purchase Order with proper account numbers.</td>
</tr>
<tr>
<td><strong>Daily Special</strong></td>
<td>$5.25 p.c.i.</td>
<td>This rate requires the same ad, without changes, to run in the paper for fifteen consecutive days. The ad must be a minimum of 5 column inches and no larger than 10 column inches.</td>
</tr>
<tr>
<td><strong>University</strong></td>
<td>$9.05 p.c.i.</td>
<td>All university departmental orders need to be accompanied by an IPO.</td>
</tr>
<tr>
<td><strong>Classified</strong></td>
<td>$10.95 p.c.i.</td>
<td>This rate applies to display ads placed on the Classified pages of the Iowa State Daily. For line ad rates please contact the business office or log on to <a href="http://www.iowastatedaily.com/classified">http://www.iowastatedaily.com/classified</a> to place your own line ad.</td>
</tr>
</tbody>
</table>
Contract Rates & Color

Contract Rates

*see list below*

The contract rate requires the advertiser to be responsible for a minimum number of dollars per year to receive the contracted rate. If, at the end of the contract period, the advertiser has not met the number of dollars contracted, the inches used will be billed at the next applicable earned contract rate.

- $1,000 = $10.75 per inch
- $2,000 = $10.55 per inch
- $3,500 = $10.25 per inch
- $5,000 = $10.15 per inch
- $7,000 = $10.00 per inch
- $8,500 = $9.70 per inch
- $10,000 = $9.55 per inch
- $15,000 = $9.35 per inch
- $19,000 = $9.10 per inch
- $25,000 = $8.75 per inch
- $30,000 = $8.55 per inch
- $35,000 = $8.40 per inch
- $40,000 = $8.15 per inch
- $45,000 = $7.80 per inch

Pick Ups

*percentage off column inch*

Pickup rates are available for repeating an identical ad within 5 consecutive publishing days without changes.

- First Repeat = 25% discount
- Second-Fourth Repeats = 50% discount

Color

Charges are in addition to the cost for black and white space.

- Black plus 1 = $115.00
- Black plus 2 = $205.00
- Full Process Color = $270.00
- Double truck (spot) = $160.00
- Double truck (process) = $310.00

Using color

Increase the readership of your advertisement by 70% by adding color.
Online Advertising Rates

The Daily offers two IAB standardized sizes for all of its website display ads.

(1) Billboard
300 X 600 px

(2) Medium Rectangle
300 X 250 px

Online Sizes  see diagram on next page

iowastatedaily.com

The Iowa State Daily’s website offers its readers up-to-date news, important student links, directories, games and more. The Daily’s website receives more than 180,000 visitors and serves more than 750,000 ad impressions in an average month.

Online Placement & Pricing

Almost every page on the Daily’s website will have two banner ad locations, one billboard and one medium rectangle position. These positions will be sold on a ROS (run of site) basis and will rotate with the entire ROS ad inventory. Customers will receive placement into BOTH locations (a billboard ad and a medium rectangle ad) when purchasing an online package. Pricing is as follows:

Monthly

Package A: $600/month
( unlimited impressions per day)

Package B: $450/month
( maximum 1,000 impressions per day)

Package C: $300/month
( maximum 500 impressions per day)

Package D: $150/month
( maximum 250 impressions per day)

Weekly

Package E: $70/week
( maximum 500 impressions)

Note: Package E is limited to only two consecutive weeks per calendar month.
Additional Online Opportunities

The Daily also runs, and continues to develop, a number of specialty Web sites for the ISU and Ames communities. Ask your sales rep for more information on AmesEats.com, AmesDigs.com, Ames247.com and ISDStyle.com that will help you maximize your reach into the ISU and Ames markets.

AmesEats.com

AmesDigs.com

Ames247.com

ISDStyle.com
<table>
<thead>
<tr>
<th>August 2011</th>
<th>September 2011</th>
<th>October 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>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</td>
<td>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</td>
<td>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</td>
</tr>
</tbody>
</table>

### Welcome Home
- August 3, 2011
- August 1, 2012

### Need To Know
- August 15, 2011
- August 13, 2012

### Unions

### Gridiron
- Sept. 2, Sept. 9, Sept. 30, Oct. 21, Nov. 4, Nov. 17, 2011

### Iowa St. vs Iowa Gridiron
- September 9, 2011

### Fall Career Guide
- September 26, 2011

### Family Weekend Gridiron
- September 30, 2011

### Nightlife/Dining Guide
- October 13, 2011

### Ag Career Section
- October 17, 2011

### Homecoming Edition
- October 17, 2011

### Homecoming Gridiron
- October 21, 2011

### Activity Book
- October 25, 2011

### Hoops
- November 9, 2011

### Holidaily
- December 1, 2011

### Finals Edition
- December 12, 2011

### Fitness Section
- January 9, 2012
November 2011

December 2011

January 2012

May 2012

June 2012

July 2012

Coming Gridiron
Super Sunday Section
Veishea Parade
Veishea Section
Spring Section
Spring Career Section
Spring Sports
Student Choice Edition
Games Book
Valentine’s Edition
Orientation Guide
Graduation Section

W
X
Y
Z
AA
BB
CC
QQ
RS
ST
TU
VR
WS
Homecoming Gridiron

Future Edition

Next Edition

Activity Book

Finals Edition

Games Book

May 2012

June 2012

July 2012

Q Games Book
Jan. 30, Feb. 27,
March 26, 2012
R Super Sunday Section
February 1 & 3, 2012
S Spring Career Section
February 6, 2012
T Valentine’s Edition
February 8, 2012
U Student Choice Edition
February 28, 2012
V Spring Sports
March 5, 2012
W Spring Section
March 27, 2012
X Veishea Section
April 16, 2012
Y Veishea Parade
April 20, 2012
Z Graduation Section
April 24 & 26, 2012
AA Finals Edition
April 30, 2012
BB Orientation Guide
May 31, 2012
CC Celebrate Summer
June 26, 2012
## Deadlines, Column Widths, Marketplace Classifieds & Inserts

### Deadlines

*for retail & classified display advertisements*

<table>
<thead>
<tr>
<th>Publication Day</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Previous Wednesday at noon</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Previous Thursday at noon</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Previous Friday at noon</td>
</tr>
<tr>
<td>Thursday</td>
<td>Previous Monday at noon</td>
</tr>
<tr>
<td>Friday</td>
<td>Previous Tuesday at noon</td>
</tr>
</tbody>
</table>

### Column Widths*

*widths are standard for both broadsheet and tabloid formats*

<table>
<thead>
<tr>
<th>Column Count</th>
<th>Size in Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Column</td>
<td>1.53 inches</td>
</tr>
<tr>
<td>2 Columns</td>
<td>3.23 inches</td>
</tr>
<tr>
<td>3 Columns</td>
<td>4.92 inches</td>
</tr>
<tr>
<td>4 Columns</td>
<td>6.61 inches</td>
</tr>
<tr>
<td>5 Columns</td>
<td>8.3 inches</td>
</tr>
<tr>
<td>6 Columns</td>
<td>10 inches</td>
</tr>
</tbody>
</table>

* The Daily’s column sizes are designed on a 22” web width. Any camera ready art submitted larger or smaller than this width will be adjusted accordingly on the artwork’s horizontal axis only. This slight reduction or enlargement will not affect the ad’s vertical inch count.

---

## Marketplace Classifieds

Visit online at:  
[www.iowastatedaily.com/classifieds](http://www.iowastatedaily.com/classifieds)

Questions? Call (515) 294-4123 or classified@iowastatedaily.com for assistance.

### Classifieds Pricing:

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 Words</td>
<td>$5.00</td>
</tr>
<tr>
<td>Per Additional Word</td>
<td>$.10</td>
</tr>
<tr>
<td>10 Days Online</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

### Business Directory

2 column x 1” minimum. Must run continuously for the entire semester.

### Directory Pricing:

<table>
<thead>
<tr>
<th>Period</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>May-August</td>
<td>$25/month</td>
</tr>
<tr>
<td>September-April</td>
<td>$55/month</td>
</tr>
</tbody>
</table>

### Inserts

Pre-printed inserts are accepted upon prior approval. The minimum number of inserts accepted is 5,000. Pre-printed inserts must be no larger than 11” X 13” and no smaller than 8.5” X 11”. Inserts larger than specified will be subject to a folding charge.

No brokered inserts allowed. Reservation is required 5 office days prior to insertion. Inserts must be delivered no later than 3 office days in advance of the actual publication date.

<table>
<thead>
<tr>
<th>Per 1,000 inserts</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4 pages or less</td>
<td>$45.00</td>
</tr>
<tr>
<td>Each additional 4 pages</td>
<td>$5.00</td>
</tr>
<tr>
<td>Folding charge</td>
<td>$15.00</td>
</tr>
</tbody>
</table>

### Flat Fees

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full circulation (13,500)</td>
<td>$607.50</td>
</tr>
<tr>
<td>Minimum charge (5,000)</td>
<td>$225.00</td>
</tr>
</tbody>
</table>

### Please deliver inserts to:

**Times Citizen Communications**  
Attn: Stacey Anderson  
915 Westview Drive  
Iowa Falls, IA  50126  
Phone: 1-800-798-2691 Ext: 504
National Rates

National Rate

*per column inch* .................................................. $14.20

National display advertising rate applies to all national (non-local) advertisers, their agencies and representatives. Net to newspaper, noncommissioned rate. The Daily offers a 10% pre-payment discount that is available with prior arrangement. Please call for details.

National Online Rates

The Daily offers the same placement and availability options to its national advertisers. Please see the “Online Advertising Rates” category on page 10 in this rate card.

National Inserts

Pre-printed inserts are accepted upon prior approval. The minimum number of inserts accepted is 5,000. Pre-printed inserts must be no larger than 11” X 13” and no smaller than 8.5” X 11”. Inserts larger than specified will be subject to a folding charge.

No brokered inserts allowed. Reservation is required 5 office days prior to insertion. Inserts must be delivered no later than 3 office days in advance of the actual publication date.

Per 1,000 inserts

1-4 pages or less = $50.00
Each additional 4 pages = $5.00
Folding charge = $15.00

Flat Fees

Full circulation (13,500) = $675.00
Minimum charge (5,000) = $250.00

Please deliver inserts to:

Times Citizen Communications
Attn: Stacey Anderson
915 Westview Drive
Iowa Falls, IA  50126
Phone: 1-800-798-2691 Ext: 504
Nuts & Bolts

Nuts & Bolts

the difference between broadsheet and tabloid formats

<table>
<thead>
<tr>
<th>Broadsheet</th>
<th>Tabloid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size: 10”x 21”</td>
<td>Size: 10”x 10.5”</td>
</tr>
<tr>
<td>Columns: 6</td>
<td>Columns: 6</td>
</tr>
<tr>
<td>Inches Per Column: 21”</td>
<td>Inches Per Column: 10.5”</td>
</tr>
<tr>
<td>Inches Per Page: 126”</td>
<td>Inches Per Page: 63”</td>
</tr>
<tr>
<td>Double Truck Width: 21”</td>
<td>Double Truck Width: 21.5”</td>
</tr>
</tbody>
</table>

Creative & Production Design

The Daily’s Creative department offers advertising design work for its clients at no additional charge. Our designers will work with your sales rep to develop unique, identifiable campaigns that will help you successfully reach your audience. Whether it’s in print or online, our staff is here to help.

Tips for Sending Electronic Ads

- The Daily accepts ads in PDF, TIFF, EPS and PSD formats.
- We do not accept ads in Microsoft PowerPoint or Word formats.
- Ads must be a minimum resolution of 300 dpi.
- Ads need to be sent to ads@iowastatedaily.com
- All advertising must be sent the exact size it was scheduled for. If the ad is sent at the wrong size the Daily cannot be held responsible for ad quality.

Credit

Establishing Credit

The Iowa State Daily reserves the right to place a prospective advertiser on prepayment status. Prepayment is required unless credit is established with the Daily. Credit will be offered when references have been checked.

Credit Terms

All charges are due and payable in full within 30 days of the invoice date. Charges for advertising purchases under an agreement with the Daily must be paid within this time period for the discount to be applied.

Contact Us

Office: (515) 294-4120
Fax: (515) 294-4119
Office Hours:
8 am - 5 pm Mon. - Fri.
Website:
www.iowastatedaily.com

Retail Advertising:
(515) 294-2403
ads@iowastatedaily.com
Marketplace Classifieds:
(515) 294-4123
classified@iowastatedaily.com