Run-of-Site Advertising

The run-of-site ad is one of the most affordable options in the Daily’s digital media catalog. While rotating with other ROS ads, an advertiser has the opportunity to build a 24/7 presence and create top-of-mind awareness with all of the readers visiting iowastatedaily.com. Run of site advertisements run in all non-sponsorship spots on iowastatedaily.com.

**Package A** - $600/month
- 1 medium rectangle (300x250)
- 1 half page (300x600)
- Unlimited impressions

**Package B** - $450/month
- 1 medium rectangle (300x250)
- 1 half page (300x600)
- 1,000 impressions/day maximum

**Package C** - $300/month
- 1 medium rectangle (300x250)
- 1 half page (300x600)
- 500 impressions/day maximum

**Package D** - $150/month
- 1 medium rectangle (300x250)
- 1 half page (300x600)
- 250 impressions/day maximum

**Package E** - $70/week
- 1 medium rectangle (300x250)
- 1 half page (300x600)
- 500 impressions/day maximum
- Two consecutive weeks maximum

**Ad change** - $5
- Change one (or both) ads during a scheduled month
Exclusive Site Sponsorships

If an advertiser wants to target a specific group or demographic within the broader college market, Daily site sponsorships are an excellent choice. Competitively priced, these ad spots allow advertisers to reach specific niche markets quicker than traditional ROS advertising. Whether it’s a specific site or specialty pages on iowastatedaily.com, the flexibility exists to get you in touch with your market.

**TV listings** - $100/month
- www.iowastatedaily.com/tv
- 1 half page (300x600)
- Limited to three advertisers
- Unlimited impressions

**Weather icon** - $150/month
- 1 microbar (88x31)
- Limited to one advertiser
- Unlimited impressions

**Games Page** - $100/month
- www.iowastatedaily.com/games
- 1 medium rectangle (300x250)
- Limited to five advertisers
- Unlimited impressions

**Ames247** - $150/month
- www.ames247.com
- 1 medium rectangle (300x250)
- 1 half page (300x600)
- Limited to 10 advertisers
- Unlimited impressions

**AmesEats Flavors** - $100/month
- www.ameseatsflavors.com
- 1 medium rectangle (300x250)
- 1 half page (300x600)
- Limited to five advertisers
- Unlimited impressions

**ISDStyle** - $100/month
- www.isdstyle.com
- 1 medium rectangle (300x250)
- 1 half page (300x600)
- Limited to eight advertisers
- Unlimited impressions
The Daily constantly seeks out new ways to reach its readers. The newly reintroduced Email Edition does just that. A five-day-a-week standard email edition is sent out to Daily subscribers each morning Monday through Friday. Add to that, a weekly sports and weekly entertainment delivery, and a business has multiple options to reach Daily readers. Pricing is tiered based on the number of active subscribers.

**Email Edition Sponsorships**

**Daily news email edition**
- tiered pricing based on subscribers
  - 0-2,999 - $50/month
  - 3,000-5,999 - $100/month
  - 6,000-8,999 - $150/month
  - 9,000-11,999 - $200/month
  - 12,000+ - $250/month
  - 1 Full Banner (468x60)
  - Limited to five advertisers
  - Unlimited impressions

**Sports weekly email edition**
- tiered pricing based on subscribers
  - 0-2,999 - $50/month
  - 3,000-5,999 - $100/month
  - 6,000-8,999 - $150/month
  - 9,000-11,999 - $200/month
  - 12,000+ - $250/month
  - 1 Full Banner (468x60)
  - Limited to one advertiser
  - Unlimited impressions

**Ames247 weekly email edition**
- tiered pricing based on subscribers
  - 0-2,999 - $50/month
  - 3,000-5,999 - $100/month
  - 6,000-8,999 - $150/month
  - 9,000-11,999 - $200/month
  - 12,000+ - $250/month
  - 1 Full banner (468x60)
  - Limited to one advertiser
  - Unlimited impressions
Marketplace: Classifieds

The Daily offers its advertisers and readers an online portal to its classifieds section. This do-it-yourself option is available at iowastatedaily.com/classifieds. With a simple and intuitive interface, the classified system allows you to post, schedule and pay for your listing all from your computer. Select categories are available free to anyone that has an @iastate.edu email address.

Online classified listings
• Classifieds - $1/day (sold in 10 day increments)
• One category. Extra $1/day per additional category
• Free to anyone with an @iastate.edu email address (limited categories applicable)

Weekly Ads Now: Direct link (digital inserts) - $25/month
• Graphic link to insert hosted on client’s website
• One advertisement/insert per week.
• $5 charge for each additional ad/insert link

Weekly Ads Now: Hosted flip-book (uploaded by the Daily) - $50/month
• Hosted PDF flip-book of clients ad (620px wide)
• One advertisement/insert per week.
• $10 charge for each additional ad/insert hosted
• Includes text link to client’s website (if applicable)
Marketplace: Business Directory (Basic & Enhanced)

The ISD Marketplace is another way to get your business found within the Ames and ISU communities. With the basic and enhanced listing options, managed by you or the Daily, you can provide important information to your potential customers in a comprehensive business directory format.

Business directory (including AmesEats and AmesDigs)

Basic listing
Free
• Name, address, Google Map, website link (if claimed by the local business) and a phone number

Enhanced listing (option A)
(w/ 1 year contract, self-maintenance)
- $40/month
• Basic listing benefits
• Improved search placement
• One business photo
• One offer (coupon, sales, special, etc)
• Business logo with listing

Enhanced listing (option B)
(w/ 1 year contract, ISD maintenance)
- $50/month
• Basic listing benefits
• Improved search placement
• One business photo
• One offer (coupon, sales, special, etc)
• Business logo with listing

Enhanced listing (option C)
(month-to-month, self-maintenance) - $60/month
• Basic listing benefits
• Improved search placement
• One business photo
• One offer (coupon, sales, special, etc)
• Business logo with listing
With the power listing option available in the ISD Marketplace, you can take your business’ listing to the next level. You’ll receive top search placement in the ISD Marketplace search results, be able to post unlimited photos, maintain a blog, offer exclusive deals and integrate with Facebook and Twitter.

**Power listing (option A)**
(w/ 1 year contract, self-maintenance)
- $50/month
  - Basic listing benefits
  - Featured listing slider placement
  - Top search placement
  - Unlimited business photos
  - Unlimited business blog posts
  - Ten offers (coupons, sales, specials)
  - Integration of Facebook and Twitter profiles
  - Business logo with listing

**Power listing (option B)**
(w/ 1 year contract, ISD maintenance)
- $60/month
  - Basic listing benefits
  - Featured listing slider placement
  - Top search placement
  - Unlimited business photos
  - Unlimited business blog posts
  - Ten offers (coupons, sales, specials)
  - Integration of Facebook and Twitter profiles
  - Business logo with listing

**Power listing (option C)**
(month-to-month, self-maintenance)
- $70/month
  - Basic listing benefits
  - Featured listing slider placement
  - Top search placement
  - Unlimited business photos
  - Unlimited business blog posts
  - Ten offers (coupons, sales, specials)
  - Integration of Facebook and Twitter profiles
  - Business logo with listing