Iowa State Daily, October 2012

10-2012

Iowa State Daily (Rate Card 2012-2013)

Iowa State Daily

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## Modular Advertisement Sizes & Prices

### Prices

<table>
<thead>
<tr>
<th>Sizes</th>
<th>1)</th>
<th>2)</th>
<th>3)</th>
<th>4)</th>
<th>5)</th>
<th>6)</th>
<th>7)</th>
<th>8)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2x3 3.23&quot; x 3&quot;</td>
<td>$51.30</td>
<td>$76.95</td>
<td>$85.50</td>
<td>$102.60</td>
<td>$128.25</td>
<td>$171.00</td>
<td>$269.33</td>
<td>$342.00</td>
</tr>
<tr>
<td>3x3 4.92&quot; x 3&quot;</td>
<td>$55.80</td>
<td>$83.70</td>
<td>$93.00</td>
<td>$111.60</td>
<td>$139.50</td>
<td>$186.00</td>
<td>$292.95</td>
<td>$372.00</td>
</tr>
<tr>
<td>2x5 3.23&quot; x 5&quot;</td>
<td>$61.80</td>
<td>$92.70</td>
<td>$103.00</td>
<td>$123.60</td>
<td>$154.50</td>
<td>$206.00</td>
<td>$324.45</td>
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<td>6x2 10&quot; x 2&quot;</td>
<td>$65.40</td>
<td>$98.10</td>
<td>$109.00</td>
<td>$130.80</td>
<td>$163.50</td>
<td>$218.00</td>
<td>$343.35</td>
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<tr>
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<td>$70.20</td>
<td>$105.30</td>
<td>$117.00</td>
<td>$140.40</td>
<td>$175.50</td>
<td>$234.00</td>
<td>$368.55</td>
<td>$468.00</td>
</tr>
<tr>
<td>1x21 1.53&quot; x 21&quot;</td>
<td>$55.80</td>
<td>$83.70</td>
<td>$93.00</td>
<td>$109.00</td>
<td>$93.00</td>
<td>$117.00</td>
<td>$372.00</td>
<td>$468.00</td>
</tr>
</tbody>
</table>

### Column Widths

Widths are standard for broadsheet, tabloid and magazine.

- 1 Column: 1.53 inches
- 2 Column: 3.23 inches
- 3 Column: 4.92 inches
- 4 Column: 6.61 inches
- 5 Column: 8.3 inches
- 6 Column: 10 inches

## Miscellaneous

### Deadlines

**Publication Day Deadlines**
- Monday: Previous Wed at noon
- Tuesday: Previous Thurs at noon
- Wednesday: Previous Fri at noon
- Thursday: Previous Mon at noon
- Friday: Previous Tues at noon

*Special section deadlines will be different.*

### Column Counts

- 1 Column: 1.53 inches
- 2 Columns: 3.23 inches
- 3 Columns: 4.92 inches
- 4 Columns: 6.61 inches
- 5 Columns: 8.3 inches
- 6 Columns: 10 inches

### Contact Us

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