

# The Daily Iowan

## Classified Advertising Rates and Information

Fall & Winter Hours: 8am-5pm Monday-Thursday | 8am-4pm Friday | Closed Saturday & Sunday  
 Summer Hours: 8am-4pm Monday-Thursday | Closed Friday, Saturday & Sunday

**SUMMER  
2021**

Juli Krause, Classified Manager | P 319.335.5784 | daily-iowan-classified@uiowa.edu

### CLASSIFIED LINE AD RATES

No. of words	1 week \$1.30/word	2 weeks \$1.80/word	3 weeks \$2.20/word	4 weeks \$2.55/word	5 weeks \$2.85/word	6 weeks \$3.10/word	7 weeks \$3.30/word	8 weeks \$3.45/word
10	\$13.00	\$18.00	\$22.00	\$25.50	\$28.50	\$31.00	\$33.00	\$34.50
11	\$14.30	\$19.80	\$24.20	\$28.05	\$31.35	\$34.10	\$36.30	\$37.95
12	\$15.60	\$21.60	\$26.40	\$30.60	\$34.20	\$37.20	\$39.60	\$41.40
13	\$16.90	\$23.40	\$28.60	\$33.15	\$37.05	\$40.30	\$42.90	\$44.85
14	\$18.20	\$25.20	\$30.80	\$35.70	\$39.90	\$43.40	\$46.20	\$48.30
15	\$19.50	\$27.00	\$33.00	\$38.25	\$42.75	\$46.50	\$49.50	\$51.75
16	\$20.80	\$28.80	\$35.20	\$40.80	\$45.60	\$49.60	\$52.80	\$55.20
17	\$22.10	\$30.60	\$37.40	\$43.35	\$48.45	\$52.70	\$56.10	\$58.65
18	\$23.40	\$32.40	\$39.60	\$45.90	\$51.30	\$55.80	\$59.40	\$62.10
19	\$24.70	\$34.20	\$41.80	\$48.45	\$54.15	\$58.90	\$62.70	\$65.55
20	\$26.00	\$36.00	\$44.00	\$51.00	\$57.00	\$62.00	\$66.00	\$69.00
21	\$27.30	\$37.80	\$46.20	\$53.55	\$59.85	\$65.10	\$69.30	\$72.45
22	\$28.60	\$39.60	\$48.40	\$56.10	\$62.70	\$68.20	\$72.60	\$75.90
23	\$29.90	\$41.40	\$50.60	\$58.65	\$65.55	\$71.30	\$75.90	\$79.35
24	\$31.20	\$43.20	\$52.80	\$61.20	\$68.40	\$74.40	\$79.20	\$82.80
25	\$32.50	\$45.00	\$55.00	\$63.75	\$71.25	\$77.50	\$82.50	\$86.25
26	\$33.80	\$46.80	\$57.20	\$66.30	\$74.10	\$80.60	\$85.80	\$89.70
27	\$35.10	\$48.60	\$59.40	\$68.85	\$76.95	\$83.70	\$89.10	\$93.15
28	\$36.40	\$50.40	\$61.60	\$71.40	\$79.80	\$86.80	\$92.40	\$96.60
29	\$37.70	\$52.20	\$63.80	\$73.95	\$82.65	\$89.90	\$95.70	\$100.05
30	\$39.00	\$54.00	\$66.00	\$76.50	\$85.50	\$93.00	\$99.00	\$103.50
31	\$40.30	\$55.80	\$68.20	\$79.05	\$88.35	\$96.10	\$102.30	\$106.95
32	\$41.60	\$57.60	\$70.40	\$81.60	\$91.20	\$99.20	\$105.60	\$110.40
33	\$42.90	\$59.40	\$72.60	\$84.15	\$94.05	\$102.30	\$108.90	\$113.85
34	\$44.20	\$61.20	\$74.80	\$86.70	\$96.90	\$105.40	\$112.20	\$117.30
35	\$45.50	\$63.00	\$77.00	\$89.25	\$99.75	\$108.50	\$115.50	\$120.75
36	\$46.80	\$64.80	\$79.20	\$91.80	\$102.60	\$111.60	\$118.80	\$124.20
37	\$48.10	\$66.60	\$81.40	\$94.35	\$105.45	\$114.70	\$122.10	\$127.65
38	\$49.40	\$68.40	\$83.60	\$96.90	\$108.30	\$117.80	\$125.40	\$131.10
39	\$50.70	\$70.20	\$85.80	\$99.45	\$111.15	\$120.90	\$128.70	\$134.55
40	\$52.00	\$72.00	\$88.00	\$102.00	\$114.00	\$124.00	\$132.00	\$138.00

### CLASSIFIED DISPLAY AD/RATES

Classified Display..... \$25/col. in.  
 Discount Display Rate  
 1st Time..... Full Price  
 2nd & 3rd Times..... 10% Off  
 4th & 5th Times..... 20% Off  
 6th, 7th & 8th Times..... 30% Off

### CLASSIFIED INFORMATION

- We gladly accept Mastercard and Visa.
- Ads are payable in advance unless you have established an account with us. No refunds. No copy changes once ad starts.
- Deadline is 11am, one working day prior to publication.
- Artwork/logo may only be used in classified display ads.
- Reversed type is acceptable in classified display ads.
- Cancellation of advertising for refund cannot be made after the deadline for space reservation.
- The first word of each line ad is set in bold, upper case type. Each additional word in bold, upper case will be charged as two words.
- Blank lines are \$5 per line for the entire run of the ad.

**Your ad will be included on [www.dailyiowan.com](http://www.dailyiowan.com) where you can reach approximately 9,000-10,000 web readers daily.**

### ERRORS

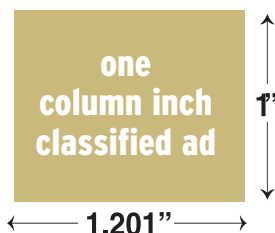
When an advertisement contains an error which is not the fault of the advertiser, the liability of **The Daily Iowan** shall not exceed supplying a correction letter and a correct insertion for the space occupied by the incorrect item, not the entire advertisement. No responsibility is assumed for more than one incorrect insertion of any advertisement. A correction will be published in a subsequent issue providing the advertiser reports the error or omission the day that it occurs.

### CLASSIFIED COLUMN WIDTHS

Column widths to the nearest 1/8". 8 columns with 1/16" gutters.

- 1 col. ....1 1/4"
- 2 col. ....2 1/2"
- 3 col. ....3 3/4"
- 4 col. ....5"
- 5 col. ....6 1/4"
- 6 col. ....7 1/2"
- 7 col. ....8 3/4"
- 8 col. ....10"

#### ACTUAL SIZE



### SPECIAL SECTIONS

**The Daily Iowan** classifieds offer you the chance to express your warmest wishes on special occasions such as Graduation.

Take advantage of the opportunity to let someone know how you feel with a classified display ad at a special rate.

Contact The Daily Iowan classified department for more information.

