

# The Daily Iowan

## Classified Advertising Rates and Information

Effective August 23, 2021

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# 2021-22

### CLASSIFIED LINE AD RATES

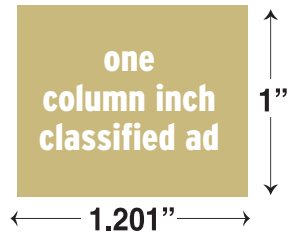
No. of Words	Number of Weeks to Run				
	1 Week 1.51/wd	2 Weeks 1.96/wd	3 Weeks 2.77/wd	4 Weeks 3.51/wd	6 Weeks 4.08/wd
10	15.10	19.60	27.70	35.10	40.80
11	16.61	21.56	30.47	38.61	44.88
12	18.12	23.52	33.24	42.12	48.96
13	19.63	25.48	36.01	45.63	53.04
14	21.14	27.44	38.78	49.14	57.12
15	22.65	29.40	41.55	52.65	61.20
16	24.16	31.36	44.32	56.16	65.28
17	25.67	33.32	47.09	59.67	69.36
18	27.18	35.28	49.86	63.18	73.44
19	28.69	37.24	52.63	66.69	77.52
20	30.20	39.20	55.40	70.20	81.60
21	31.71	41.16	58.17	73.71	85.68
22	33.22	43.12	60.94	77.22	89.76
23	34.73	45.08	63.71	80.73	93.84
24	36.24	47.04	66.48	84.24	97.92
25	37.75	49.00	69.25	87.75	102.00
26	39.26	50.96	72.02	91.26	106.08
27	40.77	52.92	74.79	94.77	110.16
28	42.28	54.88	77.56	98.28	114.24
29	43.79	56.84	80.33	101.79	118.32
30	45.30	58.80	83.10	105.30	122.40
31	46.81	60.76	85.87	108.81	126.48
32	48.32	62.72	88.64	112.32	130.56
33	49.83	64.68	91.41	115.83	134.64
34	51.34	66.64	94.18	119.34	138.72
35	52.85	68.60	96.95	122.85	142.80
36	54.36	70.56	99.72	126.36	146.88
37	55.87	72.52	102.49	129.87	150.96
38	57.38	74.48	105.26	133.38	155.04
39	58.89	76.44	108.03	136.89	159.12
40	60.40	78.40	110.80	140.40	163.20

### 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



### 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 10,000-12,000 web readers daily.**

### CLASSIFIED DISPLAY AD/RATES

National Classified Display.....	22.75/col. in.
Classified Display.....	14.69/col. in.
Discount Display Rate	
First Time.....	Full Price
Second & Third Times.....	10% Off
Fourth & Fifth Times.....	20% Off
Six or More Times.....	30% Off

### 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.

### 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.

