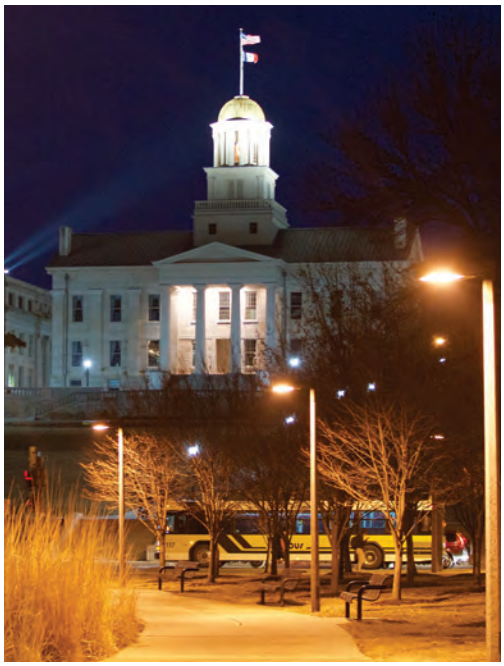
The Daily Iowan

ADVERTISING RATES & INFORMATION 2021-22

E131 Adler Journalism Bldg | Iowa City, IA 52242 | dailyiowan.com
Advertising 319.335.5784 • juli-krause@uiowa.edu



Print Advertising Rates and Information

Print ads run in the body of the newspaper and are measured and sold in column inches.
Ads can be customized to fit a variety of sizes but must be in whole column widths.

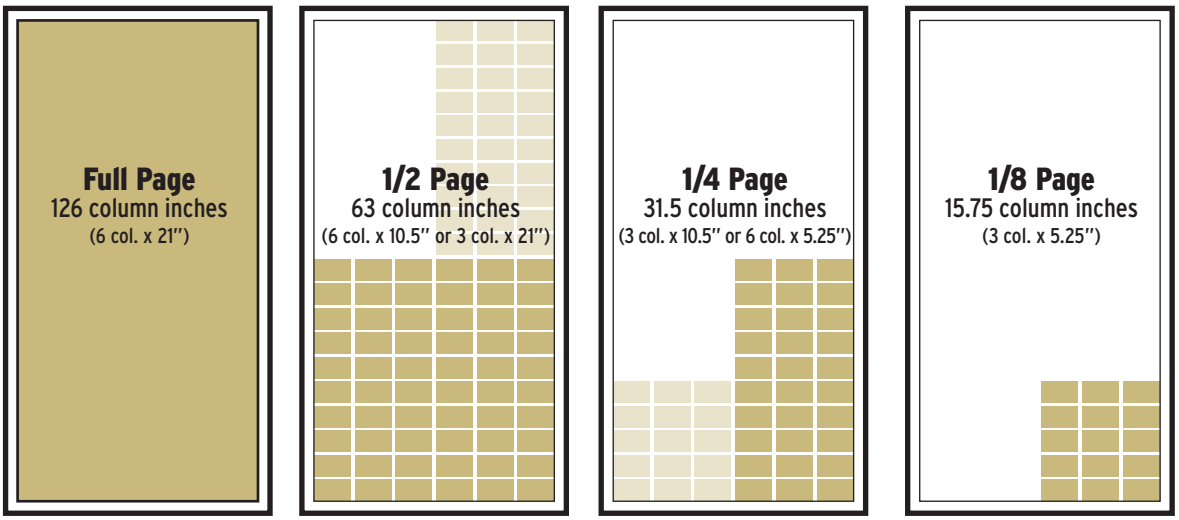
Effective August 2021

2021-22

1 Column Inch
1.5" x 1"
(actual size)

Broadsheet column widths

1 column. . . . . 1.5"
2 column . . . . . 3.125"
3 column . . . . . 4.75"
4 column . . . . . 6.5"
5 column . . . . . 8"
6 column . . . . . 9.75"



RATES/COLUMN INCH

Local Open Rate. $15.00
University Departmet Rate. $12.55
Student Group Rate. $10.88
National Rate. $20.00

COLOR

Flat-rate charge for CMYK full color.
Color charges are in addition to space cost.
$150

FREQUENCY DISCOUNTS

We offer frequency discounts on subsequent ads that run during a 7-day period to reward our most consistent and loyal advertisers.

Day 1. . . . . Full rate
Day 2. . . . . .30% off

**Ad copy must be the same for both runs.*

Discount is for space charges in the daily edition only (excludes premium print advertising, Pregame, Hawkeye View) and may not be combined with any other discounts or specials. Discounts do not apply to color charges.

PREPRINTED INSERTS

- Accepted on Mondays & Wednesdays
- Deadline: 7 business days prior to insertion
- Max size: 10.5" x 11"
- 6,500 full run

SHIPPING ADDRESS

Marshalltown Times-Republican
Attn: Daily Iowan Inserts
135 W. Main St.
Marshalltown, IA 50158

PREMIUM PRINT AD POSITIONS

Enhance your marketing message with these premium positions in the daily print edition.

Front Page Flag

On top of the section front page with the masthead
Local/University: $400/day
National: $600/day

Front Page Banner

Across the bottom of the section front page
Local/University: $350/day
National: $550/day

**Includes full color*

Flag and banner ads can appear on any section front:

News
Sports
80 Hours

The Daily Break Puzzles

The New York Times Crossword and Sudoku are a go-to page for readers.
Get premium placement with your ad on The Daily Break page.

1 insertion/month **$150/day**
4 insertions/month **$120/day**
8 insertions/month **$100/day**

dailyiowan.com

Reach students, their families, Hawkeye sports fans, alumni, faculty, and staff on dailyiowan.com.

All placements (except in-story ads) appear on the homepage, section pages, and story pages. Ads will display on desktop, tablet and mobile.

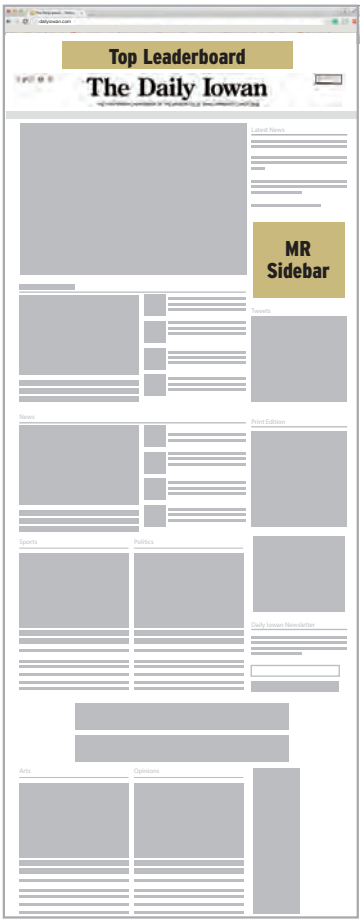
RATE OPTIONS

Impressions: CPM (or cost per 1,000 impressions), minimum 20,000.

Weekly Package: Fixed rate. Guaranteed minimum of 20,000 impressions over the seven-day period.

Desktop/Story Page

Desktop/Homepage



Mobile/Homepage

AD UNITS/RATES

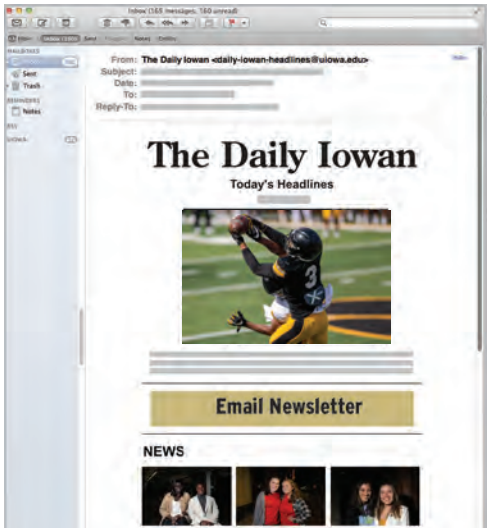
	Size	Local/University	National
Top Leaderboard	728 x 90 px	$13 CPM or $260/week	$16 CPM or $320/week
MR Sidebar	300 x 250 px	$12 CPM or $240/week	$15 CPM or $300/week
MR In-Story *(inserted after third paragraph)*	300 x 250 px	$13 CPM or $260/week	$16 CPM or $320/week

EMAIL NEWSLETTER

Reach customers directly in their inbox with the *DI*'s daily newsletter sent to 10,500 registered subscribers. Delivered 5+ days per week.

Sizes: 468 x 60 px, 300 x 250 px, 728 x 90 px
Placements: Top, In-Newsletter

$100/day or $350/week



TEXT LINKS

Improve your SEO with a text link ad that can boost search engine rankings for your website.

Contact a sales rep for more details

NEWSSTAND RACKS

Our newsstand rack advertisements catch the eyes of thousands of readers passing by on a daily basis.

Jumbo Indoor Rack
5 available
21.5" w x 34.625" h

Indoor Rack
25 available
15.5" w x 10" h

Outdoor Rack
10 available
16" w x 10" h

JUMBO
Weekly: $75 per rack
Monthly: $225 per rack

INDOOR/OUTDOOR
Weekly: $50 per rack
Monthly: $150 per rack

READERSHIP

College students average about $800 per month in discretionary spending on food, entertainment, clothes and transportation.

That's
$25.4 million per month
for Iowa students!

- 31,730 students
- 14,000 faculty and staff
- 11,000 UIHC physicians and staff
- 270,000 alumni (one-third live in Iowa)
- 172,000 Iowa City metro population

Print Publication Dates

Publication dates are in black.

2021

AUGUST

M	Tu	W	Th	F
2	3	**4**	5	6
9	10	11	12	13
16	17	18	19	20
23	24	**25**	26	27
30	31			

SEPTEMBER

M	Tu	W	Th	F
		1	2	**3**
6	7	**8**	9	**10**
13	14	**15**	16	**17**
20	21	**22**	23	**24**
27	28	**29**	30	

OCTOBER

M	Tu	W	Th	F
				1
4	5	**6**	7	**8**
11	12	**13**	14	**15**
18	19	**20**	21	22
25	26	**27**	28	**29**

NOVEMBER

M	Tu	W	Th	F
1	2	**3**	4	**5**
8	9	**10**	11	**12**
15	16	**17**	18	**19**
22	23	24	25	26
29	30			

DECEMBER

M	Tu	W	Th	F
		1	2	**3**
6	7	**8**	9	**10**
13	14	**15**	16	17
20	21	22	23	24
27	28	29	30	31

2022

JANUARY

M	Tu	W	Th	F
3	4	5	6	7
10	11	12	13	14
17	18	**19**	20	21
24	25	**26**	27	28
31				

FEBRUARY

M	Tu	W	Th	F
	1	**2**	3	4
7	8	**9**	10	11
14	15	**16**	17	18
21	22	**23**	24	25
28				

MARCH

M	Tu	W	Th	F
	1	**2**	3	4
7	8	**9**	10	11
14	15	16	17	18
21	22	**23**	24	25
28	29	**30**	31	

APRIL

M	Tu	W	Th	F
				1
4	5	**6**	7	8
11	12	**13**	14	15
18	19	**20**	21	22
25	26	**27**	28	29

MAY

M	Tu	W	Th	F
2	3	**4**	5	6
9	10	**11**	12	13
16	17	18	19	20
23	24	25	26	27
30	31			

JUNE

M	Tu	W	Th	F
		1	2	3
6	7	8	9	10
13	14	**15**	16	17
20	21	**22**	23	24
27	28	**29**	30	

JULY

M	Tu	W	Th	F
				1
4	5	**6**	7	8
11	12	**13**	14	15
18	19	**20**	21	22
25	26	**27**	28	29

AUGUST

M	Tu	W	Th	F
1	2	**3**	4	5
8	9	10	11	12
15	16	17	18	19
22	23	**24**	25	26
29	30	**31**		

Special Issues & Dates

FALL SEMESTER 2021

- Hawkeye View (University Edition) . . . . . **Aug. 25**
- Pregame (Indiana) . . . . . **Sept. 3**
- Labor Day. . . . . **Sept. 6**
- Pregame (@ Iowa State). . . . . **Sept. 10**
- Pregame (Kent State). . . . . **Sept. 17**
- Pregame (Colorado State). . . . . **Sept. 24**
- Pregame (@ Maryland). . . . . **Oct. 1**
- Pregame (Penn State) . . . . . **Oct. 8**
- Pregame (Purdue). . . . . **Oct. 15**
- Pregame (@ Wisconsin). . . . . **Oct. 29**
- Pregame (@ Northwestern). . . . . **Nov. 5**
- Pregame (Minnesota). . . . . **Nov. 12**
- Pregame (Illinois). . . . . **Nov. 19**
- Thanksgiving Break. . . . . **Nov. 22-26**
- Pregame (TBD, Big Ten Championship). . . . . **Dec. 3**
- Holiday Gift Guide. . . . . **Dec. 6**
- Pregame (TBD, Bowl Game). . . . . **Dec. 10**
- End of Fall Semester Break. . . . . **Dec. 20-Jan. 17**

SPRING SEMESTER 2022

- Martin Luther King Jr. Day. . . . . **Jan. 17**
- Rental Guide. . . . . **Feb. 2**
- Spring Break. . . . . **March 14-18**
- Graduation Issue. . . . . **May 11**
- End of Academic Year Break. . . . . **May 16-June 10**

SUMMER SEMESTER 2022

- Hawkeye View (University Edition). . . . . **June 15**
- End of Summer Semester Break. . . . . **Aug. 8-19**

ABOUT US

The Daily Iowan is the independent, nonprofit student newspaper at the University of Iowa and regarded as one of the top college newspapers in the nation.

- 2020 & 2021 Newspaper of the Year in Iowa *(Iowa Newspaper Association)*
- *2020 Newspaper Pacemaker winner (Associated Collegiate Press)*
- Published 40 weeks/year in print and year-round on dailyiowan.com
- Circulation: 6,000
- More than 80 distribution points, including 61 high-visibility spots on campus — residence halls, college buildings, libraries, bus stops, and UIHC & other local hospitals.

This newspaper may review or reject any copy or illustration that does not meet its standards of acceptance. See dailyiowan.com for more information on our advertising policies and requirements.

CONTACT US

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