



# The Daily Iowan

ADVERTISING RATES & INFORMATION 2023-24

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# Print Advertising Rates and Information

Effective August 2023

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.

## 2023-24

### 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"

**Full Page**  
126 column inches  
(6 col. x 21")

**1/2 Page**  
63 column inches  
(6 col. x 10.5" or 3 col. x 21")

**1/4 Page**  
31.5 column inches  
(3 col. x 10.5" or 6 col. x 5.25")

**1/8 Page**  
15.75 column inches  
(3 col. x 5.25")

### RATES/COLUMN INCH

Local Open Rate.....	\$15.00	\$150 flat-rate charge
University Department Rate.....	\$12.55	for CMYK full color.
Student Group Rate.....	\$10.88	Color charges are in
National Rate.....	\$27.00	addition to space cost.

### PREPRINTED INSERTS

- Accepted on Wednesdays
- Deadline: 7 business days prior to insertion
- Max size: 10.5" x 11"
- 4,000 full run

### Shipping Address

Daily Freeman Journal  
Attn: Daily Iowan Inserts  
720 2nd St.,  
Webster City, IA 50595

### PREMIUM PRINT AD POSITIONS

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

**Front Flag**  
9.75" x 2"

**The Daily Iowan**

INSIDE  
**Ukrainian speaking club introduced**  
For your student Ukrainians, a new club is launching through a popular organization.

**New Salvadoran restaurant to open next month**  
Local Iowan restaurant is launching through a popular organization.

**Renowned UI professor retires**  
A professor emeritus of the University of Iowa is retiring after a long career.

**Front Banner**  
9.75" x 2"

**Sports** **Sports Flag**  
6" x 1"

**Dejean dominates in Jersey**

The sophomore DE has intercepted 2 pass in each of his last three contests, including tonight's home game against the Rutgers Scarlet Knights.

**Iowa has found its offensive identity**

The Hawkeyes' running attack gained 100 yards against a Rutgers run defense that ranked second in the nation.

**Sports Banner**  
9.75" x 2"

WEDNESDAY APRIL 19, 2023

**80 HOURS**

THIS WEEKEND IN ARTS AND ENTERTAINMENT

**Floodwater Comedy Festival to return to IC**

After nearly three years of COVID-19 related cancellations, Iowa City's only official comedy festival will return to town from April 26-29.

**80 Hours Banner**  
9.75" x 2"

## The Daily Iowan Puzzle Page

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

**\$200**

**The Daily Break**  
The New York Times Crossword Edited by Will Shortz No. 0127

**Puzzle Page Ad Space**  
5" x 5"

**SUDOKU**

6	5	9	1	8	3
9	8	7	5	9	3
3	2	6	4	5	9
2	3	4	5	7	4
2	3	5	7	4	1
3	2	3	5	7	4

Complete the grid so each row, column and 3-by-3 box (in bold numbers) contains every digit 1 to 9. For challenges, see how to solve at [sudoku.com](http://sudoku.com)

### Front Flag

Above the front page masthead, across the page\*  
Local/University: \$500  
National: \$700

### Front Banner

Across the bottom of the front page\*  
Local/University: \$350  
National: \$550

### Sports Flag

Next to the sports front masthead\*  
Local/University: \$350  
National: \$550

### Sports Banner

Across the bottom of the sports front page\*  
Local/University: \$350  
National: \$550

### 80 Hours Banner

Across the bottom of the 80 Hours front page\*  
Local/University: \$350  
National: \$550

\*All front flags and banners include full color in the cost

# 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.

## RATE OPTIONS

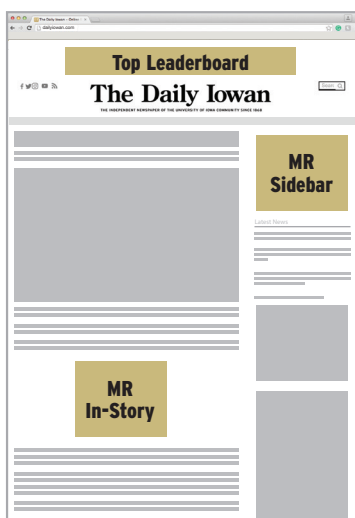
**Impressions:** CPM (or cost per 1,000 impressions), minimum 20,000.

**Weekly Package:** Fixed rate. Guaranteed minimum of 20,000 impressions during a seven-day period.

## AD UNITS/RATES

	Size	Local/University	National
<b>Top Leaderboard</b>	728x90 pixels 	\$13 CPM or \$260/week	\$16 CPM or \$320/week
<b>MR Sidebar</b>	300x250 pixels  	\$12 CPM or \$240/week	\$15 CPM or \$300/week
<b>MR In-Story</b> (inserted after third paragraph)	300x250 pixels  	\$13 CPM or \$260/week	\$16 CPM or \$320/week

## Desktop/Story Page



## Desktop/Homepage



## Mobile/Homepage



## EMAIL NEWSLETTER

Reach customers directly in their inbox with the DI's daily newsletter sent to 10,000 registered subscribers. Delivered 5+ days per week.



### Sizes (pixels):

728x90,  
468x60,  
300x250

### Placements:

Top Header,  
In-Newsletter

**\$100/day**  
or  
**\$350/week**

## 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

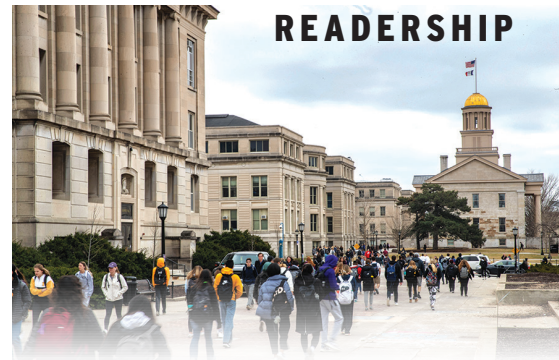
**Weekly:**  
\$75 per rack  
**Monthly:**  
\$225 per rack

**Indoor Rack**  
19 available

**Outdoor Rack**  
8 available

16.5" w x 10.5" h  
**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 million per month**  
for Iowa students!

- 31,300 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

## TEXT LINKS

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

Contact Juli for more details.

# Print Publication Dates

## 2023

Publication dates are in black.

### AUGUST

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	

### SEPTEMBER

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

### OCTOBER

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			

## 2024

### NOVEMBER

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	

### DECEMBER

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

### JANUARY

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		

### FEBRUARY

M	Tu	W	Th	F
			1	2
5	6	7	8	9
12	13	14	15	16
19	20	21	22	23
26	27	28	29	

### MARCH

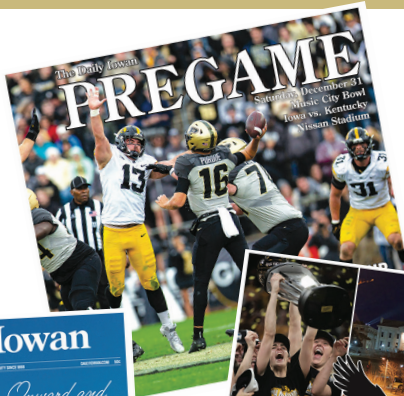
M	Tu	W	Th	F
				1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29

### APRIL

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			

### MAY

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



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

## CONTACT US

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# Special Issues & Dates

## FALL SEMESTER 2023

- Hawkeye View (University Edition) ..... Aug. 23
- Pregame (Utah State) ..... Sept. 1
- Pregame (@ Iowa State) ..... Sept. 8
- Pregame (Western Michigan) ..... Sept. 15
- Pregame (@ Penn State) ..... Sept. 22
- Pregame (Michigan State) ..... Sept. 29
- Pregame (Purdue) ..... Oct. 6
- Pregame (@ Wisconsin) ..... Oct. 13
- Pregame (Minnesota) ..... Oct. 20
- Pregame (@ Northwestern) ..... Nov. 3
- Pregame (Rutgers) ..... Nov. 10
- Pregame (Illinois) ..... Nov. 17
- Thanksgiving Break ..... Nov. 18-26
- Pregame (TBD, Big Ten Championship) ..... TBD
- Holiday Gift Guide ..... Dec. 6
- Pregame (TBD, Bowl Game) ..... Dec. 13
- Winter Break ..... Dec. 16-Jan. 15

## SPRING SEMESTER 2024

- Rental Guide ..... Feb. 7
- Spring Break ..... March 9-17
- Graduation Edition ..... May 8
- End of Academic Year Break ..... May 11-June 9

## SUMMER SEMESTER 2024

- Hawkeye View (University Edition) ..... Mid-June

## ABOUT US

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

- The DI has won five national Pacemaker awards, considered the Pulitzer Prize of college journalism, in the last three years from the Associated Collegiate Press:
  - 2022 and 2021 Online Pacemaker winner
  - 2022 and 2020 Newspaper Pacemaker winner
  - 2022 Multiplatform Pacemaker winner
- 2021 and 2020 Newspaper of the Year in Iowa (Iowa Newspaper Association)
- Published weekly in print during the fall and spring semesters, and year-round, 24/7 on [dailyiowan.com](http://dailyiowan.com).
- Circulation: 4,000
- More than 50 distribution points, including several high-visibility spots on campus - residence halls, academic buildings, libraries, bus stops, and UIHC.