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.

**1 Column Inch**

1.5” x 1” (actual size)

**Improved Print Ad Positions**

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

- **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

**RATES/COLUMN INCH**

- **Local Open Rate** .................$15.00
- **University Department Rate** ....$12.55
- **Student Group Rate** ...............$10.88
- **National Rate** .....................$27.00

- **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”)

**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”

**PREPRINTED INSERTS**

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

**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 Iowan**

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

**Shipping Address**

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

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

<table>
<thead>
<tr>
<th>Size</th>
<th>Local/University</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>$13 CPM or $260/week</td>
<td>$16 CPM or $320/week</td>
</tr>
<tr>
<td>MR Sidebar</td>
<td>$12 CPM or $240/week</td>
<td>$15 CPM or $300/week</td>
</tr>
<tr>
<td>MR In-Story</td>
<td>$13 CPM or $260/week</td>
<td>$16 CPM or $320/week</td>
</tr>
</tbody>
</table>

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.

NEWSSTAND RACKS

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

READERSHIP

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

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

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

Indoor Rack
19 available
16.5" w x 10.5" h

Weekly: $50 per rack
Monthly: $150 per rack

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.
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.
- Circulation: 4,000
- More than 50 distribution points, including several high-visibility spots on campus – residence halls, academic buildings, libraries, bus stops, and UIHC.

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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.