

# The Daily Iowan

## Classified Advertising Rates and Information

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Effective August 21, 2024  
**2024-25**

### 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 DISPLAY AD/RATES

National Classified Display..... 25.00/col. in.  
Classified Display..... 14.69/col. in.

### ERRORS

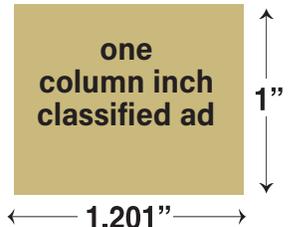
When an advertisement contains an error which is not the fault of the advertiser, the liability of *The Daily Iowan* shall not exceed supplying a correction letter and a correct insertion for the space occupied by the incorrect item, not the entire advertisement. No responsibility is assumed for more 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



### 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, two working days 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 will be charged as two words.

Your ad will be included on

**www.dailyiowan.com**

### 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.

