

# The Daily Iowan

ADVERTISING RATES & INFORMATION 2024-25

E131 Adler Journalism Bldg | Iowa City, IA 52242 | [dailyiowan.com](http://dailyiowan.com)

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# Print Advertising Rates and Information

Effective August 2024

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.

# 2024-25

**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 9.75" or 3 col. x 21")

**1/4 Page**  
31.5 column inches  
(6 col. x 5.25" or 3 col. x 9.75")

**1/8 Page**  
15.75 column inches  
(6 x 2.125" or 3 col. x 5.25")

## RATES/COLUMN INCH

Local Open Rate.....	\$15.00	<b>\$150 flat-rate charge for CMYK full color. Color charges are in addition to space cost.</b>
University Department Rate.....	\$12.55	
Student Group Rate.....	\$10.88	
National Rate.....	\$25.00	

## 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"

**Front Banner**  
9.75" x 2"

**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**  
6" x 1"

**Sports Banner**  
9.75" x 2"

**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**  
9.75" x 2"

**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*

**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**

**THEBREAK** PUZZLE SOLUTIONS ON 2A

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

# 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.

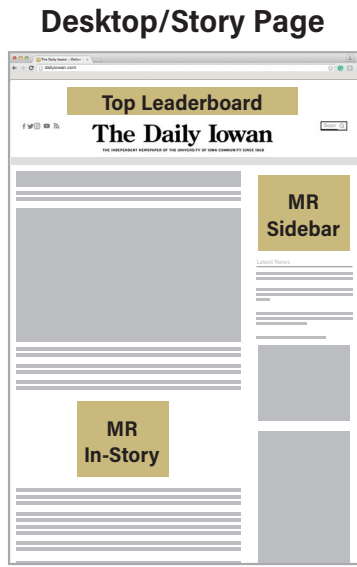
## RATE OPTIONS

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.

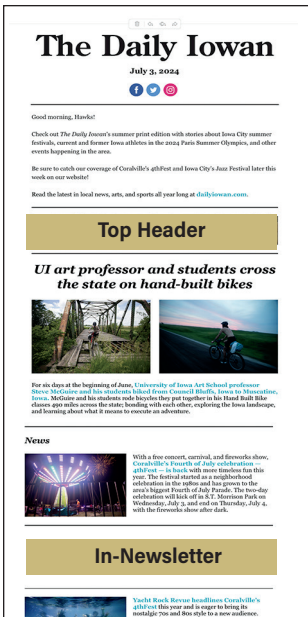
## AD UNITS/RATES

	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> <i>(inserted after third paragraph)</i>	300x250 pixels  	\$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 10,000 registered subscribers. Delivered 5+ days per week.



**Sizes (pixels):**  
728x90,  
468x60,  
300x250

**Placements:**  
Top Header,  
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 Juli 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

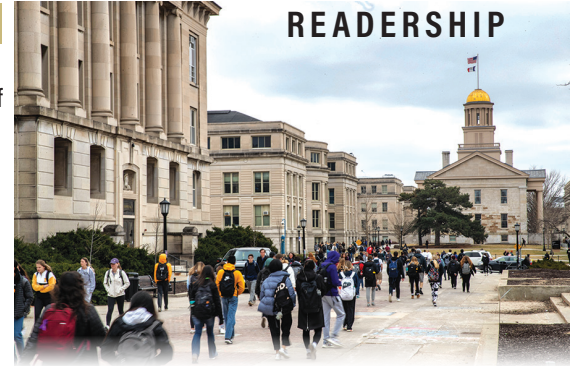
**Weekly:**  
\$75 per rack  
**Monthly:**  
\$225 per rack

**Indoor Rack**  
19 available  
15.5" w x 11" h

**Outdoor Rack**  
8 available  
16.5" w x 10.5" h

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

## READERSHIP



- 31,500 students
- 14,000 faculty and staff
- 11,000 UIHC physicians and staff
- 270,000 alumni (one-third live in Iowa)
- 171,000 Iowa City metro population

## MULTI-PUBLICATION DISCOUNT

Place the same ad in all three publications and receive 10% discount off each ad.

**The Daily Iowan**  
Mount Vernon-Lisbon  
**SOLON ECONOMIST** **SUN**

# Print Publication Dates

Publication dates are in black.

## 2024

AUGUST				
M	Tu	W	Th	F
			1	2
5	6	7	8	9
12	13	14	15	16
19	20	21	22	23
26	27	<b>28</b>	29	<b>30</b>

SEPTEMBER				
M	Tu	W	Th	F
2	3	<b>4</b>	5	<b>6</b>
9	10	<b>11</b>	12	<b>13</b>
16	17	<b>18</b>	19	<b>20</b>
23	24	<b>25</b>	26	27
30				

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

## 2025

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

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

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

FEBRUARY				
M	Tu	W	Th	F
3	4	<b>5</b>	6	7
10	11	<b>12</b>	13	14
17	18	<b>19</b>	20	21
24	25	<b>26</b>	27	28

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

APRIL				
M	Tu	W	Th	F
	1	<b>2</b>	3	4
7	8	<b>9</b>	10	11
14	15	<b>16</b>	17	18
21	22	<b>23</b>	24	25
28	29	<b>30</b>		

MAY				
M	Tu	W	Th	F
			1	2
5	6	<b>7</b>	8	9
12	13	<b>14</b>	15	16
19	20	21	22	23
26	27	28	29	30



# Special Issues & Dates

## FALL SEMESTER 2024

- Hawkeye View (University Edition) ..... Aug. 28
- Pregame (Illinois State) ..... Aug. 30
- Pregame (Iowa State).....Sept. 6
- Pregame (Troy) ..... Sept. 13
- Pregame (@ Minnesota) ..... Sept. 20
- Pregame (@ Ohio State) ..... Oct. 4
- Pregame (Washington) ..... Oct. 11
- Pregame (@ Michigan State) ..... Oct. 18
- Pregame (Northwestern) ..... Oct. 25
- Pregame (Wisconsin) ..... Nov. 1
- Pregame (@ UCLA)..... Nov. 8
- Pregame (@ Maryland)..... Nov. 22
- Thanksgiving Break ..... Nov. 24 - Dec. 1
- Pregame (Big Ten Championship) ..... TBD
- Holiday Gift Guide ..... Dec. 4
- Pregame (Bowl Game) ..... Dec. 18
- Winter Break ..... Dec. 21 - Jan. 19

## SPRING SEMESTER 2025

- Rental Guide ..... Feb. 5
- Spring Break ..... March 16 - 23
- Graduation Edition ..... May 14
- End of Academic Year Break ..... May 17 - June 15

## SUMMER SEMESTER 2025

- Hawkeye View ..... Mid June
- Summer Festivals Edition ..... July 2

## 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 nine national Pacemaker awards, considered the Pulitzer Prize of college journalism, in the last five years from the Associated Collegiate Press:
  - Online Pacemaker winner: 2024, 2023, 2022, 2021
  - Newspaper Pacemaker winner: 2023, 2022, 2020
  - Multiplatform Pacemaker winner: 2023, 2022
- Published weekly in print during the fall and spring semesters, and year-round, 24/7 on [dailyiowan.com](http://dailyiowan.com).
- Circulation: 4,000
- 50 distribution points, including several high-visibility spots on campus - residence halls, academic buildings, libraries, bus stops, and UIHC.

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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