

I. A. C. Student.

Iowa, Thursday, August 7, 1890.

No. 1.

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Rate Card Media Kit



IOWA STATE DAILY

Are our Courses too Heavy.

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follow should the bill become a law. He

stated the sound reasons for the affirma
tive and the sound reasons for the nega
tive. He might as well have been at a balling

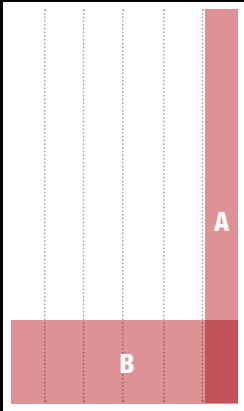
ard many students compla
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ere and at other schools,
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students as is required by
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find the odds all in favor o
does seem however that
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Common Ad Sizes: **Broadsheet**

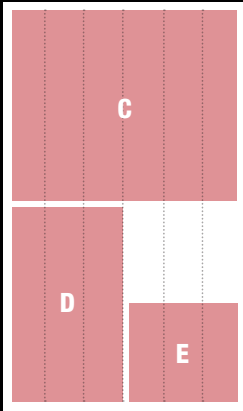


Full Page
6 col. x 21"
\$1,360.80

Double Truck
21" x 21"
\$2,948.40

A. Side Banner
1 col. x 21"
\$226.80

B. Bottom Banner
6 col. x 4"
\$259.20

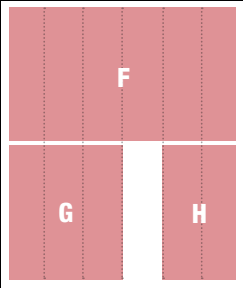


C. Half Page
6 col. x 10.5"
\$680.40

D. Quarter Page
3 col. x 10.5"
\$340.20

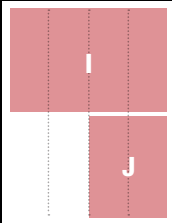
E. Eighth Page
3 col. x 5"
\$162.00

Common Ad Sizes: **Tabloid**



Full Page
6 col. x 10.5"
F. Half Page
6 col. x 5"
G. Quarter Page
3 col. x 5"
H. Eighth Page
2 col. x 5"
Double Truck
21" x 10.5"

Common Ad Sizes: **Mini-Tab**



Full Page
4 col. x 9.5"
I. Half Page
4 col. x 4.75"
J. Quarter Page
2 col. x 4.75"
Double Truck
14.25" x 9.5"





About the Daily

Employing over 200 students throughout the year, the Iowa State Daily is an independent, student-run, non-profit organization. The Daily is owned and operated by students for the students, faculty, staff and alumni that make up the ISU Community. First established in 1890, the Daily has been instrumental in providing the ISU Community with the area's most comprehensive source of campus news, sports and entertainment, as well as state and national news. The Daily is published Monday through Friday in accordance with the university's academic calendar by the Iowa State Daily Publication Board and is funded by the Government of the Student Body.

Contact us

Office: (515) 294-4120

Fax: (515) 294-4119

Office Hours:
8 a.m. - 5 p.m. Mon. - Fri.

Website:
www.iowastatedaily.com

Retail Advertising:

(515) 294-2403
ads@iowastatedaily.com

Classified:

(515) 294-4123
class1@iastate.edu

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Retail & Classified Advertising Rates

Open Rate

per column inch **\$10.80**

Open display advertising rate applies to all transient businesses and non-contract local clients that are publishing in the retail or classified sections of the Daily.

Student

per column inch **\$7.90**

Registered Campus Organization's ad orders need to be accompanied by a signed Campus Organization Intramural Purchase Order with proper account numbers.

University

per column inch **\$8.95**

All university departmental orders need to be accompanied by an IPO

Non-Profit

per column inch **\$9.35**

Special rates apply to all churches; non-profit civic and service organizations; government agencies; and public colleges and universities. To qualify for this rate, organizations must provide an IRS form 501(c)3 or 501(c)4.

Daily Special

per column inch **\$5.15**

This rate requires the same ad, without changes, to run in the paper for fifteen consecutive days. The ad must be a minimum of 5 column inches and no larger than 10 column inches.

Classified

per column inch **\$10.80**

This rate applies to display ads placed on the Classified pages of the Iowa State Daily. For line ad rates please contact the business office or log on to <http://www.iowastatedaily.com/classified> to place your own line ad.



Contract Rates

see list below

The contract rate requires the advertiser to be responsible for a minimum number of dollars per year to receive the contracted rate. If, at the end of the contract period, the advertiser has not met the number of dollars contracted, the inches used will be billed at the next applicable earned contract rate.

\$1,000 = \$10.70 per inch

\$2,000 = \$10.50 per inch

\$3,500 = \$10.20 per inch

\$5,000 = \$10.00 per inch

\$7,000 = \$9.85 per inch

\$8,500 = \$9.60 per inch

\$10,000 = \$9.45 per inch

\$15,000 = \$9.25 per inch

\$19,000 = \$9.00 per inch

\$25,000 = \$8.65 per inch

\$30,000 = \$8.45 per inch

\$35,000 = \$8.30 per inch

\$40,000 = \$8.05 per inch

\$45,000 = \$7.70 per inch

Pick Ups

percentage off column inch

pickup rates are available for repeating an identical ad within 5 consecutive publishing days without changes.

First Repeat = 25% discount

Second-Fourth Repeats = 50% discount

Color

Charges are in addition to the cost for black and white space.

Black plus 1 = \$115.00

Black plus 2 = \$205.00

Full Process Color = \$270.00

Double truck (spot) = \$160.00

Double truck (process) = \$310.00

Using color

Increase the readership of your advertisement by 70% by adding color.



Full Color



Spot Color



B&W

Deadlines

for retail & classified display advertisements

Publication Day

Deadline

| | |
|------------------|-----------------------------|
| Monday | Previous Wednesday at noon. |
| Tuesday | Previous Thursday at noon |
| Wednesday | Previous Friday at noon |
| Thursday | Pervious Monday at noon |
| Friday | Previous Tuesday at noon |

Column Widths*

widths are standard for both broadsheet and tabloid formats.

Column Count

Size in Inches

| | |
|------------------|-------------|
| 1 Column | 1.53 inches |
| 2 Columns | 3.23 inches |
| 3 Columns | 4.92 inches |
| 4 Columns | 6.61 inches |
| 5 Columns | 8.3 inches |
| 6 Columns | 10 inches |

* the Daily's column sizes are designed on a 22" web width. Any camera ready art submitted larger or smaller than this width will be adjusted accordingly on the artwork's horizontal axis only. This slight reduction or enlargement will not affect the ad's vertical inch count.



Inserts

Pre-printed inserts are accepted upon prior approval. The minimum number of inserts accepted is 5,000. Pre-printed inserts must be no larger than 11" X 13" and no smaller than 8.5" X 11". Inserts larger than specified will be subject to a folding charge.

No brokered inserts allowed.
Reservation is required 5 office days prior to insertion. Inserts must be delivered no later than 3 office days in advance of the actual publication date.

Per 1,000 inserts

| | |
|-------------------------|-----------|
| 1-4 pages or less | = \$45.00 |
| Each additional 4 pages | = \$5.00 |
| Folding charge | = \$15.00 |

Flat Fees

| | |
|---------------------------|------------|
| Full circulation (13,500) | = \$607.50 |
| Minimum charge (5,000) | = \$225.00 |

Please deliver inserts to:

Times Citizen Communications

Attn: Stacey Anderson
915 Westview Drive
Iowa Falls, IA 50126
Phone: 1-800-798-2691 Ext: 504

Do-It-Yourself Classifieds

Visit the Daily's online classifieds at www.iowastatedaily.com/classifieds anytime of the day, 7 days a week to submit your own listing. For one all inclusive price, you ad will be displayed online as well as in the Daily's print edition for maximum exposure.

Advertisers can add enhancements such as borders and photos within the advertisement for an additional cost.

Need Help? Call a sales associate at (515) 294-4123 for assistance.

Pricing is per day, per line* as follows:

| | |
|-------------------|----------|
| 1-3 Days | = \$1.60 |
| 4-6 Days | = \$1.35 |
| 7-10 Days | = \$1.10 |
| Contract Customer | = \$1.10 |

*Price includes 55¢ per day online charge

Service Showcase

This ad will be 1" minimum, but no larger than 3" total it must run continuously for the entire semester without changes.

Showcase Pricing:

| | |
|-------------------|----------|
| Per day, per inch | = \$3.00 |
|-------------------|----------|

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Online Advertising Rates



iowastatedaily.com

The Iowa State Daily's website offers its readers up-to-date news, important student links, directories, games and more. The Daily's website receives more than 180,000 visitors and serves more than 750,000 ad impressions in an average month.

Online Sizes *see diagram to the right*

The Daily offers two IAB standardized sizes for all of its website display ads.

(1) Billboard
300 X 600 px

(2) Medium Rectangle
300 X 250 px

Online Placement & Pricing

Almost every page on the Daily's website will have two banner ad locations, one billboard and one medium rectangle position. These positions will be sold on a ROS (run of site) basis and will rotate with the entire ROS ad inventory. Customers will receive placement into BOTH locations (a billboard ad and a medium rectangle ad) when purchasing an online package. Pricing is as follows:

Monthly

Package A: \$20/day = \$600/month
(unlimited impressions per day)

Package B: \$15/day = \$450/month
(maximum 1,000 impressions per day)

Package C: \$10/day = \$300/month
(maximum 500 impressions per day)

Package D: \$5/day = \$150/month
(maximum 250 impressions per day)

Weekly

Package E: \$10/day = \$70/week
(maximum 500 impressions)

Note: Package E is limited to only two consecutive weeks per calendar month



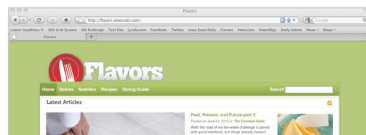
Additional Opportunities

The Daily also runs, and continues to develop, a number of specialty Web sites for the ISU and Ames communities. Ask your sales rep for more information on **AmesEats.com**, **AmesDigs.com**, **Ames247.com** and **ISDStyle.com** (in development) that will help you maximize your reach into the ISU and Ames markets.

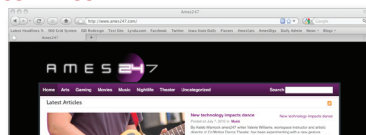
AmesEats.com



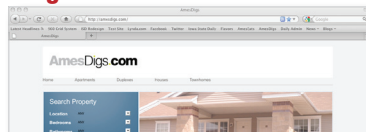
Flavors.AmesEats.com



Ames247.com



AmesDigs.com



Iowa: The debate was... will become a law... in a brilliant... It was at... to de... 15 ho... ly on

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Special Sections & Publication Calendar

August 2010

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | A | 17 | 18 | B | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

September 2010

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| 19 | F | 21 | 22 | 23 | G | 25 |
| 26 | 27 | 28 | 29 | 30 | | |

October 2010

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| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | H | 28 | I | 30 |
| 31 | | | | | | |

February 2011

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| 13 | M | 15 | 16 | 17 | 18 | 19 |
| 20 | M | 22 | 23 | 24 | 25 | 26 |
| 27 | M | | | | | |

March 2011

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April 2011

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| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

A Daily Directory

August 16, 2010

B Upper Class

August 19, 2010

C Gridiron

September 2, 24, 2010

October 8, 2010

November 5, 19, 2010

D Get Involved

September 7, 2010

E Bar Guide

September 9, 2010

F Fall Career Guide

September 20, 2010

G Family Weekend Gridiron

October 1, 2010

H Dining Guide

October 27, 2010

I Homecoming Gridiron

October 29, 2010

J Hoops

November 10, 2010

K Holidaily

December 1, 2010

L Finals Edition

December 13, 2010



November 2010

| S | M | T | W | T | F | S |
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December 2010

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January 2011

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| 16 | 17 | M | 19 | 20 | 21 | 22 |
| 23 | M | 25 | 26 | 27 | 28 | 29 |
| 30 | M | | | | | |

May 2011

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| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

June 2011

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| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | W | 29 | 30 | | |

July 2011

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| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

M **Games Books**
Jan. 10, 18, 24, 31, 2011
Feb. 7, 14, 21, 28, 2011

N **Spring Career Guide**
February 7, 2011

O **Valentine's Section**
February 9, 2011

P **Renter's Guide**
February TBA, 2011

Q **Spring Sports Section**
March 7, 2011

R **Spring Section**
March 28, 2011

S **Weishea Edition**
April 11, 2011

T **Weishea Parade Edition**
April 15, 2010

U **Finals Edition**
May 2, 2011

V **Orientation Guide**
June 2, 2011

W **Celebrate Summer**
June 28, 2011

Iowa: dered and The debate was Will Become a law. in a brilliant It was at to de- 15 ho ly on

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National Rates & Need to Know

National Rate

per column inch

\$14.20

National display advertising rate applies to all national (non-local) advertisers, their agencies and representatives. Net to newspaper, noncommissioned rate. The Daily offers a 10% pre-payment discount that is available with prior arrangement. Please call for details.

National Online Rates

The Daily offers the same placement and availability options to its national advertisers. Please see the "Online Advertising Rates" category on page 10 in this rate card.

National Inserts

Pre-printed inserts are accepted upon prior approval. The minimum number of inserts accepted is 5,000. Pre-printed inserts must be no larger than 11" X 13" and no smaller than 8.5" X 11". Inserts larger than specified will be subject to a folding charge.

No brokered inserts allowed. Reservation is required 5 office days prior to insertion. Inserts must be

delivered no later than 3 office days in advance of the actual publication date.

Per 1,000 inserts

| | |
|-------------------------|-----------|
| 1-4 pages or less | = \$50.00 |
| Each additional 4 pages | = \$5.00 |
| Folding charge | = \$15.00 |

Flat Fees

| | |
|---------------------------|------------|
| Full circulation (13,500) | = \$675.00 |
| Minimum charge (5,000) | = \$250.00 |

Please deliver inserts to:

Times Citizen Communications

Attn: Stacey Anderson
915 Westview Drive
Iowa Falls, IA 50126
Phone: 1-800-798-2691 Ext: 504

National Representatives

Alloy Marketing - 360 youth:

www.marketmedia.com

Y2M Media Services:

www.y2m.com

MJS Communications:

www.prmeanbusiness.com

Campus Media Group:

www.campusmediagroupinc.com



Nuts & Bolts

the difference between broadsheet and tabloid formats.

Broadsheet

Size: 10"x 21"

Columns: 6

Inches Per Column: 21"

Inches Per Page: 126"

Double Truck Width: 21"

Tabloid

Size: 10"x 9.5"

Columns: 6

Inches Per Column: 10.5

Inches Per Page: 63"

Double Truck Width: 21"

Creative & Production Design

The Daily's Creative department offers advertising design work for its clients at no additional charge. Our designers will work with your sales rep to develop unique, identifiable campaigns that will help you successfully reach your audience. Whether it's in print or online, our staff is here to help.

Tips for Sending Electronic Ads

- The Daily accepts ads in PDF, TIFF, EPS and PSD formats.
- We do not accept ads in Microsoft PowerPoint or Word formats
- Ads must be a minimum resolution of 300dpi.
- Ads need to be sent to ads@iowastatedaily.com
- All advertising must be sent the exact size it was scheduled for. If the ad is sent at the wrong size the Daily cannot be held responsible for ad quality.

Establishing Credit

The Iowa State Daily reserves the right to place a prospective advertiser on prepayment status. To be eligible for credit you must have placed 10 advertisements and prepaid for them or placed \$3,000 worth of advertisements and prepaid for them. You are then required to complete and sign a credit application. Please allow five to seven working days for the approval process. When the credit process is complete and approved, you then have the right to purchase further advertisements on account. All advertisements that are purchased on account must have a corresponding ad conformation signed by the advertiser. If an ad conformation is not provided, the ad may be cancelled.

Prepayments

All prepayments must be received by 3:30 p.m. two business days before publication for regular issue. For special sections, prepayments will be required well in advance. Failure to submit your payments by the deadlines will result in automatic cancellation of the advertisement in question and will result in a cancellation fee. Prepayments must be made for all charges; ads, musts, production work, etc. The business office reserves the right to suspend temporary credit at any time.

Past-Due Accounts

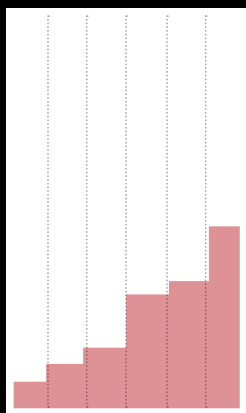
All past-due balances that have not been paid in full will be assessed a finance charge of 1.5 percent monthly until the balance is paid in full. The Credit Department may, at any time, declare any outstanding balances immediately due and payable in full, and may suspend or cancel the advertising privileges of, or refuse credit to, any advertiser who fails to abide by the Daily's terms of sale. Accounts which repeatedly miss payments can, at the credit manager's discretion, be placed on prepayment status.

Credit Terms

All charges are due and payable in full within 28 days of the invoice date. Charges for advertising purchases under an agreement with the Daily must be paid within this time period for the discount to be applied.

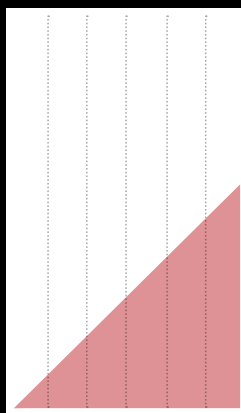


Custom Ad Sizes: **Contact your rep for pricing**



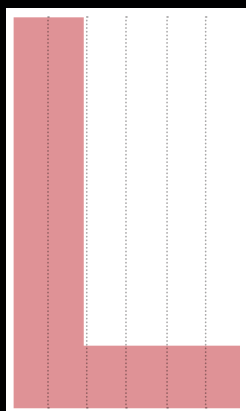
Shape Based

The shape-based ad is a free form ad that has editorial copy flowed in around it making the transition from editorial to advertising more subtle to the reader.



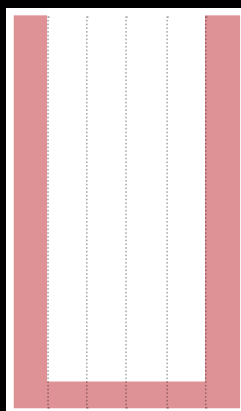
Triangle

The Triangle ad is a dynamic shape that commands a dominant presence on the page. This non-traditional geometric shaped ad has the editorial copy of the page follow its angled bias.



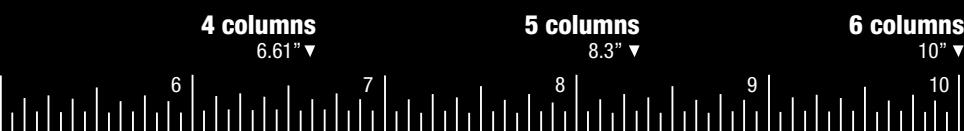
L-Shape

The L-Shape ad is exactly that, an ad that utilizes either side and the bottom of the news page.



Mini Goal Post

The Mini Goal Post ad is a 'U' shaped treatment that wraps around the editorial copy on the page. One column wide on each of its 'uprights,' this single page treatment is hard to miss.



The I. A.

Vol. 1.

I. A. C., Ames, I.

The I. A. C. Student.

Issued Fortnightly During College Year.

Intelligencer Job Print, Ames, Iowa.

Subscription 50 cents per term. Single Copies 10 cents. On sale at Book Stores.

Advertising rates made known on application.

Contributions Solicited. All communications should be addressed to

THE I. A. C. STUDENT,

G. H. SCHULTE, Bus. Mgr. Ames, Iowa.

H. E. Davidson '90.
G. H. Schulte '90.

Wm. Kate Stevens '90.
J. S. Anderson '90.

Wm. Kate Stevens '90.
J. S. Anderson '90.