



build YOUR brand

with **Illini**MEDIA >



2010



Daily Illini



Buzz



Illio



Technograph



WPGU 107.1



the217.com

**ILLINI
MEDIA
SALES
PACKET**



build **YOUR** *brand* with **IlliniMEDIA** >

Illini Media is a non-profit corporation dedicated to providing students at the University of Illinois real-world experience in media and journalism. However you describe your target audience: students, faculty, or community... engineers, musicians, or foodies... interested in local news or entertainment news... we have a way to reach that audience. Find out how to build your brand with us.

contact us:

Advertising: 217.337.8382
Classified: 217.337.8337
Fax: 217.337.8303
Main Line: 217.337.8300

512 E. Green Street
Champaign, IL 61820
Campus Mail MC-497

staff:

Sales Director:	Nancy Elliott
Sales Manager:	Carolyn Gilbert
WPGU Sales Manager:	Chuck Allen
Classified Sales Manager:	Tim Aden
New Media/Marketing Director:	Dawn Longfellow
New Media Sales Manager:	Kshipra Datar
Business Director:	Melissa Pasco
Publisher/General Manager:	Mary Cory

terms & policies:

General Rate Policy

- All advertising rates are net, except the published Daily Illini gross national rate. Rates are not commissionable.
- To qualify for bulk contract or frequency contract rates, an advertiser must have a signed agreement and credit application on file with Illini Media.
- DAILYILLINI- Advertisers will be subject to extra assessment (short-rate) or credit rebate (long-rate) upon termination of agreement period. Extra assessment will be equal to the number of inches run by the advertiser multiplied by the difference between the signed contract rate and the rate of the contract level fulfilled. Credit rebate for The Daily Illini will equal the number of inches run multiplied by the difference between the signed contract rate and the rate of the contract level fulfilled.
- BUZZ- Advertisers will be subject to extra assessment or credit rebate upon termination of agreement period. Extra assessment will be based on the number of ads run and their sizes, and the difference between the signed contract rate and the rate of the contract level fulfilled. Credit rebate will be based on the number of ads run and their sizes, and the difference between the signed contract rate and the rate of the contract level fulfilled.
- Publisher reserves the right to sell special promotion and advertising packages that carry special rates.
- Publisher reserves the right to revise schedule of rates by giving 30 days written notice.

Term of Payment

- Advertisers who do not have approved credit are required to pay at the time they place their advertising.
- All payments due from clients with approved credit are payable upon receipt of billing.
- Payment in advance is required for these types of ads: student organizations, sublets, roommates wanted, political, spring break travel, "going out of business," psychic, massage and exotic dancer.
- Advertisements from advertisers whose accounts are unpaid for after 60 days may be stopped until payment is received and balances are current. Failure to pay in a timely manner may result in revocation of credit privileges. Accounts may be assessed a 1.5% per month (18% annual) service charge on unpaid balances after 59 days.
- The University of Illinois departments should provide a departmental purchase order number or p-card when placing ads.
- Visa, MasterCard and American Express cards are accepted.

Contract and Copy Guidelines

- All advertising is subject to approval by Illini Media. Only publication or broadcast of an advertisement denotes acceptance of an advertisement.
- Ads sent via email or on removable media such as CDs are not considered production-ready, and should be submitted when making a space reservation.
- If publisher agrees to print or broadcast ad copy furnished to Illini Media after deadline, advertiser waives the right to receive a proof. Publisher is not responsible for errors in late copy.
- Publisher reserves the right to use original copy without changes other than changes to correct publisher's errors.
- Illini Media is not responsible for errors in copy which do not decrease the value of the advertisement.
- Liability for any errors is limited to the cost of the space or time occupied by erroneous advertisement and is limited to the first insertion per day of such error. Requests for adjustment must be made within 30 days of publication or broadcast.
- Placement or page position can be requested but will not be guaranteed, except for standard paid premium placement positions, when available. Guaranteed position may not be available when color is required.

Additional resources for advertisers and a list of FAQs are available at:
advertise.illinimedia.com

print



THE DAILY ILLINI RATES

advertise.illinimedia.com

Since 1871, The Daily Illini has been a mainstay on the University of Illinois campus and has grown into one of the country's largest student-run newspapers. Distributed free throughout Champaign-Urbana, The Daily Illini provides the campus community with its number one source for news, sports coverage, commentary and public opinion. A daily features page offers a chance to target special interests such as technology or Greek life. Additionally, a number of topical special editions—including our New Student Edition, Ebert Film Festival Guide and semi-annual career, dining, and housing guides—round out our coverage of the University community.

constant connection

Coverage of University of Illinois news and sports does not end with the printed paper each morning. Updates are made throughout the day by reporters on dailyillini.com as well as on-air updates on WPGU-FM 107.1. Readers can also stay in touch with campus news through the illiniMobile iPhone application.



The Daily Illini is respected as one of the best college newspapers in the country, receiving the 2009 Best of Collegiate Design awards for ad, page, and online design.



di circulation

- The Daily Illini's circulation of 16,000 in the spring and fall (8,000 in summer session 1, 10,000 in summer session 2) is free, with more than 300 distribution points around campus and in the community.
- The Daily Illini is published Monday through Friday during the school year, Monday and Wednesday in early summer and Monday, Tuesday, Wednesday and Friday the remainder of the summer session.

subscription rates

One year	\$200	195 issues
Thurs & Fri only	\$150	79 issues, includes Buzz on Thursdays

u of i facts

Enrollment

Undergraduate	31,209
Graduate & Professional	10,709

Faculty & Staff

Faculty	3,078
Administrative & Academic Professional	3,967
Support Staff	4,609

total campus population: 53,572

Source: University of Illinois Public Affairs

The U of I has the nation's largest Greek-letter community with 59 fraternities and 36 sororities; about 22% of all undergraduates participate.

Source: Office of the Dean of Students

retail rates

Local Open Rate \$17.15

Annual Bulk Contract Rates

Plan	Column Inches	Rate Per col. inch
A	125"	\$13.60
B	250"	\$12.85
C	500"	\$12.15
D	750"	\$11.80
E	1000"	\$11.25
F	2500"	\$10.60
G	5000"	\$9.85
H	10,000"	\$9.00

Advertisers signing bulk inch contracts in The Daily Illini automatically qualify for certain corresponding reduced rates for advertisements placed in Buzz. Please ask your representative for details on adding Buzz to your marketing mix or refer to your contract for the reduced rate you have earned for Buzz.

U of I Student Organization Rate

\$8.55 per column inch
\$8.35 per column inch with 200" annual agreement

U of I Department Rate

\$10.55 per column inch
\$10.20 per column inch with 400" annual agreement

Annual New Student Edition and Welcome Back Edition

Twice the published rates

National Advertising

Rate: \$21.35 per column inch gross

All rates other than national rate are net.

Retail Advertising Deadlines

5 p.m. three business days preceding date of publication. Check with your ad rep regarding special editions and supplements which may have special deadlines. You should also ask about advance deadlines due to university holidays and vacations.

classified rates

Classified Word/Line Ads

Prepaid 37¢ per word

Billed 43¢ per word

• Bold words and logos are subject to extra charge.

• Classified ads in the print edition of The Daily Illini automatically appear in the classified section of The Daily Illini website.

• When the Daily Illini is on hiatus for summer or winter break, classifieds can be placed for the online edition with the following rates

Line \$1.50 per day

Display \$3.00 per day

Classified Display (per column inch)

1-2 times \$15.75

3-5 times \$15.00

6+ times \$14.15

Annual Bulk Contract Rates

Column Inches Rate per col. inch

50" \$12.45

90" \$11.95

150" \$11.35

300" \$10.55

600" \$9.70

1000" \$9.05

2000" \$8.65

Classified Deadlines

Classified word/line ads:

2 p.m. one business day before publication for new ads or copy changes.

Classified display ads:

11 a.m. one business day before publication. When requesting a proof, deadline is 11 a.m. two business days before publication for new ads or copy changes.

pre-printed insertion rates

Insert Rates per 1,000

Pages	Open	7X	16X
1-4 pages	\$110	\$85	\$65
5+ pages	\$115	\$90	\$70

- Check with your advertising rep for available dates.
- Maximum of 16,000 inserts, minimum of 5,000.
- Insert rates are not commissionable.

We recommend printing inserts on 70# paper or better. Maximum size is 12½" by 11¼". If folded, fold should be on 11¼" side. Should inserts require special handling, cost will be passed on to the advertiser.

A sample of every preprinted insert must be submitted for approval to: The Daily Illini, 512 East Green Street, Champaign, IL 61820. Submissions must be received no later than 10 business days prior to publication date.

Once orders are approved, preprinted inserts must arrive seven business days in advance.

Ship to:

The Daily Illini
c/o The News-Gazette
Attention: Steve Hall
48 Main Street
Champaign, IL 61824

color rates

Process Color \$485

- Color requests subject to availability. Single colors are mixed from CMYK process color.
- Color rates are not commissionable.

Design

Advertisements placed in The Daily Illini and Buzz are designed free of charge. Visit the CreativeWorks website for more information at cw.illinimedia.com.

sending an ad?

Submit a high-resolution PDF of advertisements to:

haveaniceday@illinimedia.com

special services

Tearsheets

Newspapers are free and available throughout campus and at local businesses. Advertisers are encouraged to check advertisements daily. If tearsheets are needed for proof of publication, please request them as you place your ad. Requests made more than a month after publication will be honored when possible. Archived PDFs of the Daily Illini are available on dailyillini.com.

Proofs

Proofs are for the purpose of correcting production errors only. All changes and revisions made from advertiser's original copy will be charged at the rate of \$25 per hour at a minimum of one hour. Proofs must be returned by 2 p.m. one business day before publication. After 2 p.m., corrections will be made only as time permits. Changes to ads past deadline: \$25

all rates are effective as of august 20, 2010.

print

BUZZ RATES

advertise.illinimedia.com

Buzz has been the Champaign-Urbana community alternative arts and entertainment weekly magazine since 2003. It's your source for entertainment, art, food, music, and local events. Special issues, maps, and directories round out the unique ad opportunities in this powerful tabloid. Additional Buzz content, a comprehensive community calendar and detailed restaurant listings, can be found on the217.com and the illiniMobile iPhone app.

buzz best of cu

The issue of Buzz that everyone looks forward to each year — The Best of Champaign-Urbana. Readers will be asked to vote for their favorites in over 40 different categories. The winners are celebrated in this November issue which is full of great photos and interesting content. You don't want to miss out on this well read staple.

community coverage

Look for feature articles focused on what's going on right here in Champaign-Urbana: community festivals, local bands, new businesses, etc. The personality of the Buzz content reflects the eclectic and vibrant entertainment scene. Readers rely on Buzz to help plan their weekend. Be sure to keep your business in front of this active audience.



seasonal distribution

- University of Illinois Fall/Spring
In Session: **24,000**
- Summer Session and between semesters:
10,000
- There are over 230 distribution points across Champaign-Urbana during the University of Illinois' fall and spring semesters.
- The map shows the number of distribution points in Champaign, Urbana and campus.

buzz circulation

- Distributed every Thursday, year-round.
- Free at hundreds of businesses in and around the Champaign-Urbana area.
- During weeks when the University of Illinois is in session, Buzz is inserted into The Daily Illini.



**Winner of the 2009
Illinois College Press
Association Award for Best
Entertainment Supplement**

display advertising rates

Plan	Freq	Size	Full	3/4	1/2	3/8	1/4	1/8	1/16
Open	1x	\$1087	\$827	\$574	\$442	\$300	\$164	\$105	
A	2-4x	\$1066	\$804	\$552	\$426	\$289	\$156	\$100	
B	5-12x	\$1041	\$786	\$541	\$410	\$284	\$150	\$95	
C	13-25x	\$996	\$755	\$526	\$394	\$275	\$139	\$87	
D	26-38x	\$878	\$673	\$447	\$342	\$247	\$129	\$79	
E	39-50x	\$751	\$557	\$384	\$289	\$200	\$112	\$72	
F	51-52x	\$615	\$473	\$332	\$258	\$185	\$100	\$64	
G/H	53x+	\$552	\$431	\$295	\$232	\$166	\$90	\$57	

- Advertisers signing Buzz frequency contracts automatically qualify for certain corresponding reduced rates for advertisements placed in The Daily Illini student newspaper. Please ask your advertising representative for details on adding The Daily Illini to your marketing mix or refer to your contract for the reduced rate you have earned for The Daily Illini.

classified rates

Classified Word/Line Ads

Prepaid: 37¢ per word

Billed: 43¢ per word

- Bold words and logos are subject to extra charge.

Classified Display Rates
(per column inch)

1-2 times	3-5 times	6+ times
\$15.75	\$15.00	\$14.15

Classified Annual Bulk
Contract Rates

Column Inches	Rate per col. inch
50"	\$12.45
90"	\$11.95
150"	\$11.35
300"	\$10.55
600"	\$9.70
1000"	\$9.05
2000"	\$8.65

other rates

Guaranteed Placement:

When available, please add 20%

Color:

\$485 full color

Pre-Printed Inserts

Please check with your advertising representative for price information and availability.

deadlines

Buzz is Published Weekly
on Thursdays

Display advertising deadline:

3 p.m. Thursday prior to your desired publication date.

Classified advertising deadline:

11 a.m. (display) or 2 p.m. (line)
Monday prior to your desired publication date.

sending an ad?

Submit a high-resolution PDF of advertisements to:
haveaniceday@illinimedia.com

all rates are effective as of august 20, 2010.

buzz calendar

AUGUST 2010

S	M	T	W	R	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER 2010

S	M	T	W	R	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER 2010

S	M	T	W	R	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER 2010

S	M	T	W	R	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER 2010

S	M	T	W	R	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JANUARY 2011

S	M	T	W	R	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FEBRUARY 2010

S	M	T	W	R	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

MARCH 2011

S	M	T	W	R	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL 2011

S	M	T	W	R	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY 2011

S	M	T	W	R	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE 2011

S	M	T	W	R	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY 2011

S	M	T	W	R	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST 2011

S	M	T	W	R	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Look for updates from the Buzz staff, additional content, contests, and interactive elements throughout the week at www.the217.com.

community event coverage

Style Issue

September 23, 2010

Best of CU

November 11, 2010

Local Music Issue

April 2011

Boneyard Arts Festival

April 14-17, 2011

Ebertfest

April 27-May 1, 2011

Illinois Marathon

April 30, 2011

online

2 ONLINE RATES

advertise.illinimedia.com

Having an online presence is part of doing business in this instant information age. Generate traffic to your website, webstore, or online contest with an online ad. Illini Media makes it easy for you to find your audience with four targeted options to fit your business.



dailyillini.com

The Daily Illini student newspaper website that compiles the latest in university and local news, sports, opinions, photos, blogs, classifieds and more. Information is available 24/7 and updated as the big news happens.



classifieds.dailyillini.com

This portion of the Daily Illini website offers searchable classified ads, help wanted, and housing information. In addition to classified ads from the Daily Illini, readers will find a fully searchable resource for campus housing in the Apartment Search.



the217.com

The217.com is an arts, entertainment, and music mecca. Steady traffic all year-round reflects the community-based audience of Buzz and WPGU-FM 107.1. With a comprehensive event calendar listing performances, classes, shows, live music and community events, as well as a fully searchable database of local restaurants, this is a popular night-out planning stop.



readtechnograph.com

Technograph is the quarterly magazine of the University of Illinois engineering campus. This magazine has been around and evolving since 1885. Additional and more frequent content as a supplement to the magazine can be found at readtechnograph.com.

multi-media packages

Illini Media can offer businesses a complete multi-media campaign. Maximize this opportunity by talking to your ad rep about putting together a package that includes:

- Print ads in The Daily Illini or Buzz
- Radio ads on WPGU-FM 107.1
- Flyer distribution
- Online ads to drive readers to your site
- Inclusion in a contest to generate a fun vibe about your business

u of i is connected

- University of Illinois campus network offers students 72,000 computer connections.
- Over 239 campus buildings and 90% of University classrooms have wireless internet access.

Source: University of Illinois Public Affairs



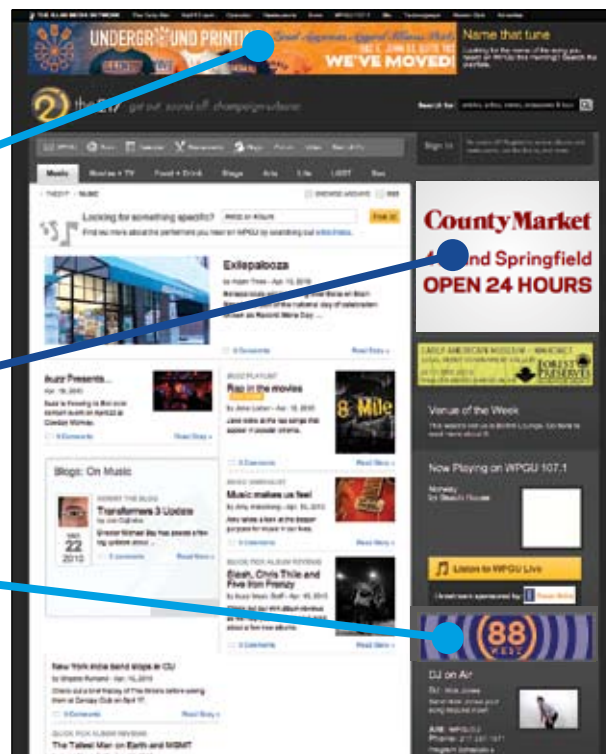
***Winner of the
Associated Collegiate
Press Online
Pacemaker Award
for 2008 & 2009***



leaderboard
728 x 90

large block
300 x 250

mid-size banner ad
300 x 75



online rates

	Size	dailyillini.com	the217.com
Leaderboard	728 x 90	\$350/month (\$100/wk)	\$315/month (\$90/wk)
Large Block	300 x 250	\$350/month (\$100/wk)	\$315/month (\$90/wk)
Mid-sized Banner	300 x 75	\$275/month (\$75/wk)	\$80/month (\$5/day*)
Skyscraper	120 x 600	\$260/month (\$75/wk)	
Vertical Banner	120 x 240	\$185/month (\$50/wk)	
Livestream Block	300 x 250		\$315/month

Up to five advertisers can rotate throughout the site pages in each spot.

* Mid-sized banner per day ad shows only on calendar page.

online statistics

	dailyillini.com	the217.com
Avg. Number Of Daily Visits, Fall 09	4,200	1,900
Avg. Number Of Pages Viewed Daily, Fall 09	9,600	4,000
Avg. Number Of Daily Visits, Spring 10	5,000	1,900
Avg. Number Of Pages Viewed Daily, Spring 10	14,100	4,000

(Fall 2009 Numbers based on Google analytics statistics gathered for the six months Aug. 1, 2009 through December 31, 2009)

(Spring 2010 Numbers based on Google analytics statistics gathered for the six months January 1, 2010 through May 31, 2010)

Options available for classified ads, apartment search, mobile, and the comprehensive calendar.

Ask your ad representative about the best place to fit your needs.

restaurant directory

on the217.com

This comprehensive directory allows readers to search by cuisine, location, hours of operation, and more.

- **\$25/month** includes 4-6 photos, click-through link, printable coupon, pdf menu and 50-word description. Featured listings also appear on dailyillini.com

apartment search

on dailyillini.com

Only local information makes this online Apartment Search an easy and convenient tool for students making housing plans.

- Prices start at **\$14/month** per listing
- Call an advisor at 217.337.8337

newsletter ads

Stay connected to our readers with a banner ad on one of our newsletters. Whether it's daily headlines or info on contests and blog quotes, readers are signing up to get information direct to their inbox.

- Daily Illini headline emails, 1077 sent daily
- the217.com newsletter, 1395 sent daily
- WPGU-FM 107.1 updates, 2535 sent weekly
- Include your banner (120x600 pixels) in one email for **\$10**

street team

EVENT AND PROMOTIONAL RATES

advertise.illinimedia.com

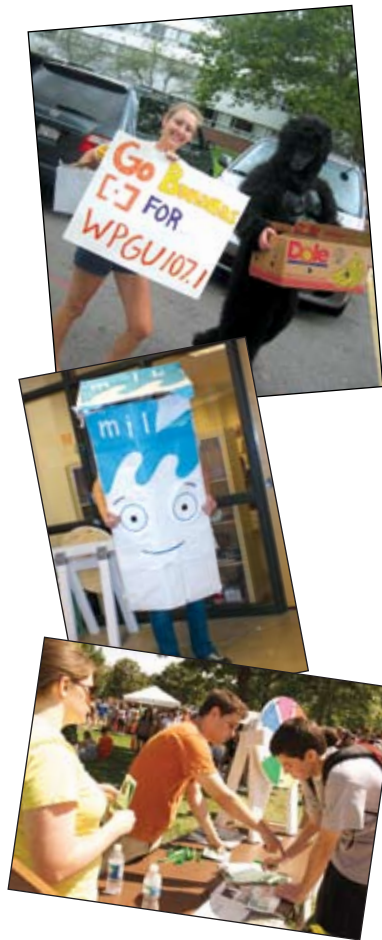
Wish you had the resources to get your message or product directly in the hands of potential customers? How about the creativity and connections to come up with a unique or attention-getting giveaway at your business? Hire the Illini Media street team when you need something that can only be described as unique, non-traditional, fun, crazy, viral, exciting and totally worth-it.

build a custom street team event package

Your ad representative can help you combine the right advertising schedule and a generous inventory of promotional announcements with an exciting live event at your location. Our creative promotional team will customize your remote broadcast with a variety of games, contests and activities in order to maximize the fun, generate traffic and create potential customers for your business. And, by choosing Illini Media for your event, you have access to complete multimedia exposure.

flyering & distribution

Illini Media's Street Team can put your message in your customers' hands. It's an easy way to add out-of-home marketing to your advertising plan. You have the flexibility of working with your ad rep to determine the best location and time-of-day for your business. Creativity is no problem. If you're not into flat flyers, put your message on packs of gum, doo-dads, or samples.



space rental

Consider the Illini Media Building for your next meeting or event. The Illini Media Building at 512 E. Green St., is situated in the heart of camptown with a bustling streetside appeal.

Lobby kiosk space

Looking for a spot on campus with a short-term commitment? Have a Green St. location only when you need it when you use a kiosk space in our lobby. 6' x 8' space during regular office hours- \$100/day

Event space

The 4th floor of our 512 E. Green St. home boasts dramatic floor to ceiling windows, a smaller conference room for smaller meetings, and a balcony with one of the best views of camptown available. This convertible space has been the home of sit-down dinners, banquets, formals, art shows, fashion shows, lectures, and group meetings. Make our home your home for your next event or conference.

- Conference room (500 sq. ft.)- \$50/hr.
- 4th floor event space with balcony & kitchen access- \$500
- Discounts available for use of facilities on multiple days, for University of Illinois Departments, and for registered student organizations.

street team rates

EVENT & PROMOTIONAL RATES advertise.illinimedia.com

street team

Street Team events draw attention to your business for more than the hour or two of the event. Working with Illini Media gives you the opportunity to promote your event through a number of different media. All packages include advertising to get people aware of your event.

Choose whether to promote your event and your business through WPGU-FM, The Daily Illini, Buzz, email or online based on the target market you'd like to reach and your customers' interests.

Event Rates

Red Package (2 hours): \$1000

White Package (2 hours): \$550

Blue Package (1 hour): \$350

All packages include:

- The Street Team on location for customer entertainment and interaction
- (2) phone drops into WPGU 107.1 per hour during your live event

	Ad Options	Promotional Options	Additional Elements
Red	(40) :30 second commercials on WPGU 107.1, 6A-12Mid (2) 1/8 page ads (15 column inches) in The Daily Illini (1) 1/4 page ad (3col. X 10") ad in The Daily Illini (1) 3/8 page ad in Buzz	(20) :30 second promotional announcements on WPGU, ROS, the week prior to your event (1) 1/8 page ads (15 column inches) in The Daily Illini (1) 300x250 pixel online ad for week prior to event on the217.com or dailyillini.com* (1) 1/4 page ad in Buzz	(15) :15 second live reads the week prior to your event (5) days of promotional ads in Illini Media email newsletters* Event listing on the217.com community calendar Description of the event in the Street Team promo blog on the217.com
White		(20) :30 second promotional announcements on WPGU, ROS, the week prior to your event (1) 1/8 page ads (15 column inches) in The Daily Illini (1) 300x250 pixel online ad for week prior to event on the217.com or dailyillini.com* (1) 1/4 page ad in Buzz	(8) :15 second live reads the week prior to your event (5) days of promotional ads in Illini Media email newsletters* Event listing on the217.com community calendar
Blue		(20) :30 second promotional announcements on WPGU, ROS, the week prior to your event (1) 1/8 page ads (15 column inches) in The Daily Illini (1) 300x75 pixel online ad for week prior to event on the217.com or dailyillini.com* (1) 1/4 page ad in Buzz	(8) :15 second live reads the week prior to your event (1) days of promotional ads in Illini Media email newsletters* Event listing on the217.com community calendar <i>*Placement of online ads subject to availability</i>

scene on green events

Looking to make an impression on the U of I campus? With a Scene on Green event package, you'll put your business in the heart of campus...on Green St. Our Street Team will work with you to develop a theme and arrange for a DJ at your event in our lobby at 512 E. Green, Champaign. Be "Scene on Green" with either of the 2 hour live event packages.

Red Package: \$1000 White Package: \$550



flying & distribution

Flying with IlliniMedia saves you the time and complications of organizing an event remotely and gives you access to an organized flying staff.

Flyer Rates

500 flyers: \$200*

1000 flyers: \$250*

Our Services Include:

- Recruitment
- Management
- Distribution to your target audience by your target audience
- A flying staff that is familiar with campus rules and norms
- Detailed flying reports after each flying session.

What We Hand Out:

- Flyers or postcards
- Coupons
- Misc. items (like pens, cups, key chains, notepads, etc.)



** You provide the flyers or items to be distributed.*

Design and printing from Illini Media are available at extra cost.

mechanical & tech info

broadsheet

- Printed offset, 85-line screen
- Minimum ad size: 1 col. x 1 inch
- Please provide ads as a PDF when submitting by e-mail or on disk

Display Advertising

- Page size: 11.625" x 21.5"
- Column size: 11 picas (1.833");
6 col./page, incl. 9 pt. gutters
- Display ads should be undersized 1/8" in height. (i.e. a 6 column x 8" ad should be produced as 6 col. x 7.875")

Classified Advertising

- Page size: 11.764" x 21.5"
- Column size: 8 picas 2 points (1.361");
8 col. per page, including 9 pt. gutters
- Classified ads are not undersized

ROP DISPLAY SAMPLE AD SIZES

1 col.	2 col.	3 col.	4 col.	5 col.	6 col.	21.5"
						21"
						20"
						19"
						18"
						17"
						16"
						15"
						14"
						13"
						12"
						11"
						10"
						9"
						8"
						7"
						6"
						5"
						4"
						3"
						2"
						1"

CLASSIFIED SAMPLE AD SIZES

1 col.	2 col.	3 col.	4 col.	5 col.	6 col.	7 col.	8 col.	21.5"
								21"
								20"
								19"
								18"
								17"
								16"
								15"
								14"
								13"
								12"
								11"
								10"
								9"
								8"
								7"
								6"
								5"
								4"
								3"
								2"
								1"

tabloid

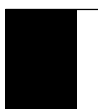
- Printed offset, 85-line screen
- Image area: 10.25" x 11"
- Ad sizes are modular
- Please provide ads as a PDF when submitting by e-mail or on disk

Tabloid Publications

- Buzz alternative weekly
(Published every Thursday)
- Special interest supplements
(Please see our publication schedule for a complete listing.)



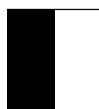
Full Page
10.25" x 11"
62 contract inches



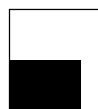
3/4 Page
7.667" x 11"
46 contract inches



1/2 Horizontal
10.25" x 5.417"
30 contract inches



1/2 Vertical
5" x 11"
30 contract inches



3/8 Horizontal
7.667" x 5.417"
23 contract inches



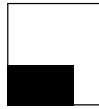
3/8 Vertical
5" x 8.208"
23 contract inches



1/4 Square
5" x 5.417"
15 contract inches



1/4 Vertical
2.458" x 11"
15 contract inches



1/4 Landscape
7.667" x 3.5"
15 contract inches



1/4 Banner
10.25" x 2.625"
15 contract inches



1/8 Horizontal
5" x 2.625"
7 contract inches



1/8 Vertical
2.458" x 5.417"
7 contract inches



1/16 Page
2.458" x 2.625"
3.5 contract inches

booklet

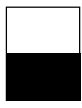
- Printed offset, 85-line screen
- Image area: 7.25 x 9.25
- Ad sizes are modular
- Please provide ads as a PDF when submitting by e-mail or on disk

Booklet Publications

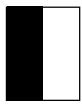
- Fall Food and Drink Guide **Oct 11**
- Spring Food and Drink Guide **Feb 22**
- Roger Ebert's Film Festival Guide **Apr 18**



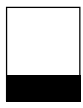
Full Page
7.25" x 9.25"
40 contract inches



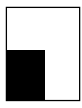
1/2 Horizontal
7.25" x 4.5"
18 contract inches



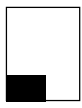
1/2 Vertical
3.5" x 9.25"
18 contract inches



1/4 Horizontal
7.25" x 2.15"
9 contract inches



1/4 Vertical
3.5" x 4.5"
9 contract inches



1/8 Page
3.5" x 2.15"
4.5 contract inches



Classified Column Sizes • Only 7 columns are shown, but please note there are 8 classified columns on a full broadsheet page (11.764").

7 col: 61p8 or 10.278"

6 col: 52p9 or 8.792"

5 col: 43p10 or 7.306"

4 col: 34p11 or 5.819"

3 col: 26p or 4.333"

2 col: 17p1 or 2.847"

1 col: 8p2 or 1.361"

Display Column Sizes • Only 5 columns are shown, but please note there are 6 columns on a full broadsheet page (11.625"). The Daily Illini uses broadsheet SAU 50 format.

1 column: 11 picas or 1.833"

4 column: 46p3 or 7.708"

3 column: 34p6 or 5.75"

5 column: 58 picas or 9.667"

build *YOUR* brand 2010–2011 print schedule

AUGUST 2010

S	M	T	W	R	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JANUARY 2011

S	M	T	W	R	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JUNE 2011

S	M	T	W	R	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

- The Daily Illini publishing dates are marked in **black**.
- Special issues are marked in **dark blue** and the Touchdown Times inserts are marked in **light blue**.
- Buzz magazine is published every Thursday, marked by a square.
- Ad deadline is previous Thursday.

SEPTEMBER 2010

S	M	T	W	R	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

FEBRUARY 2011

S	M	T	W	R	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

JULY 2011

S	M	T	W	R	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST 2011

S	M	T	W	R	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

OCTOBER 2010

S	M	T	W	R	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

MARCH 2011

S	M	T	W	R	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

special issues 2010–2011

Fall 2010	Format	Pub. Date	Deadline
Move-In Edition	Broadsheet	Wed, Aug 11	Tue, Jul 13
Welcome Back Edition	Broadsheet	Wed, Aug 18	Mon, Jul 19
Quad Day Edition	Broadsheet	Fri, Aug 20	Fri, Aug 13
First day of publication	Broadsheet	Mon, Aug 23	Mon, Aug 16
Fall Sports Preview	Tabloid	Tue, Aug 31	Tue, Aug 24
Touchdown Times*	Tabloid	Game Fridays (12)	Fri. Before
Fall Career Guide	Broadsheet	Mon, Sep 13	Fri, Sept 3
Fall Housing Guide	Tabloid	Tue, Sep 28	Mon, Sept 20
Fall Food and Drink Guide	Booklet	Mon, Oct 11	Mon, Sept 27
Salary Guide	Tabloid	Tue, Oct 12	Mon, Oct 4
Homecoming Guide	Tabloid	Tue, Oct 19	Mon, Oct 11
Election Guide	Broadsheet	Tue, Oct 26	N/A
Holiday Gift Guide	Tabloid	Tue, Nov 30	Tue, Nov 16
Bowl Edition (pending season)	Tabloid	Wed, Dec 8	Wed, Dec 1
Finals Edition	Broadsheet	Fri, Dec 10	Tue, Dec 7
Puzzle Guide	Tabloid	Mon, Dec 13	Wed, Dec 8
Fall Semester in Review	Broadsheet	Tue, Dec 14	Thu, Dec 9

NOVEMBER 2010

S	M	T	W	R	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

APRIL 2011

S	M	T	W	R	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER 2010

S	M	T	W	R	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

MAY 2011

S	M	T	W	R	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Spring 2011	Format	Pub. Date	Deadline
Spring Welcome Back Edition	Broadsheet	Fri, Jan 14	Tue, Jan 11
First day of publication	Broadsheet	Mon, Jan 17	Wed, Jan 12
Spring Career Guide	Broadsheet	Mon, Jan 31	Mon, Jan 24
Spring Housing Guide	Tabloid	Tue, Feb 8	Mon, Jan 31
Spring Food and Drink Guide	Booklet	Tue, Feb 22	Mon, Feb 7
Big 10 Tournament Guide	Tabloid	Wed, Mar 9	Wed, Mar 2
Mom's Day Guide	Tabloid	Tue, Apr 5	Mon, Mar 28
Ebert Film Festival Guide	Booklet	Mon, Apr 18	Fri, Mar 18
Graduation Guide	Tabloid	Tue, Apr 26	Mon, Apr 18
Finals Edition	Broadsheet	Fri, May 6	Tue, May 3
Puzzle Guide	Tabloid	Mon, May 9	Wed, May 4
Spring Semester in Review	Broadsheet	Tue, May 10	Thu, May 5
TBA	Broadsheet	Wed, May 11	Fri, May 6
TBA	Broadsheet	Thu, May 12	Mon, May 9
TBA	Broadsheet	Fri, May 13	Tue, May 10
Orientation Edition	Tabloid	Mon, May 23	Wed, May 11

important u of i dates

Fall 2010	Spring 2011	Summer 2011	
Residence Halls Open	Aug 19	Jan 17	May 16
Quad Day	Aug 22	Jan 18	May 30
Instruction Begins	Aug 23	Mar 19	June 13
Labor Day (no classes)	Sept 6	Mar 28	July 4
Thanksgiving Holiday	Nov 20	May 4	
Instruction Resumes	Nov 29	May 5	Summer Session II Ends
Instruction Ends	Dec 8	May 6-13	Reading Day
Reading Day	Dec 9	May 15	Final Exams
Final Exams	Dec 10-17		

Summer 2011	Format	Pub. Date	Deadline
Summer Session I	Tabloid	Mon & Wed	
		May 16–June 10	
Summer Session II	Tabloid	Mon, Tues, Wed & Fri	
		June 13–Aug 3	
Summer Finals Edition	Tabloid	Fri, Aug 5	Tue, Aug 2
New Student Edition	Broadsheet	Tue, July 19	Thu, Jun 23