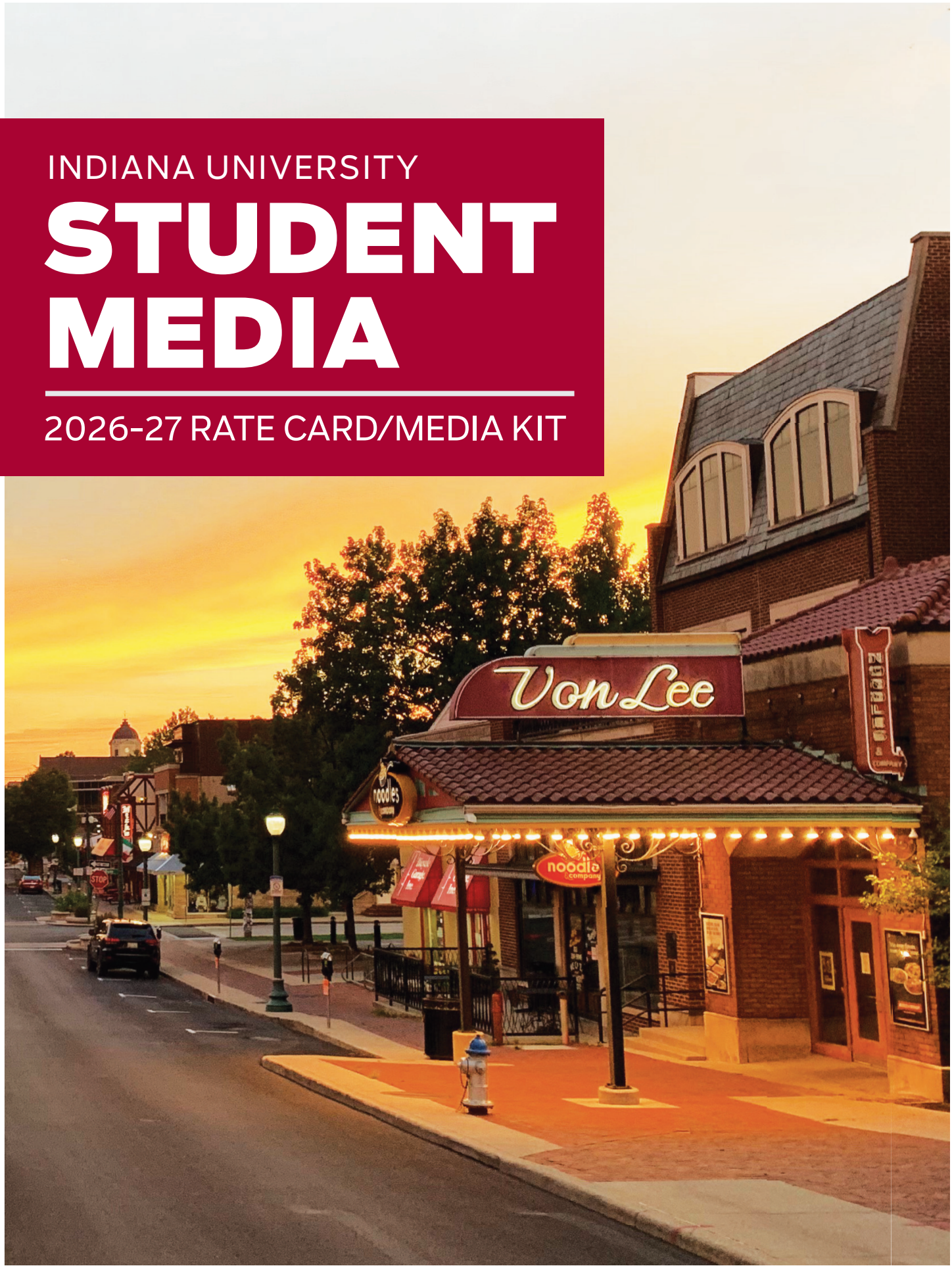
INDIANA UNIVERSITY

STUDENT MEDIA

2026-27 RATE CARD/MEDIA KIT



ABOUT IU STUDENT MEDIA

The first issue of the Indiana Daily Student was published on Feb. 22, 1867. More than 150 years later, it remains a cornerstone of the Indiana University and Bloomington communities.

The IDS, an editorially independent, student-run news organization, is regularly recognized as among the best college media outlets in the country. Among its accomplishments include: 27 Gold Crown awards from the Columbia Scholastic Press Association and more than 40 Pacemaker awards from the Associated Collegiate Press. The organization's advertising team is also annually recognized by the College Media Business and Advertising Managers.

In 1994, the IDS was inducted into the ACP's Hall of Fame for student publications.

Beyond the print edition of the IDS, student media at IU has made the necessary steps to grow and adapt with the changing landscape of news. Readers can now be reached in a variety of ways. IDSnews.com has attracted millions of online visitors since its debut in 1996.

An expanded digital presence now includes active involvement on social media platforms such as Facebook, X (formerly Twitter), TikTok, and Instagram, as well as a variety of email delivery options.

The IDS prides itself on being a vehicle to promote and showcase campus organizations and community businesses. With continuing evolution in both physical and digital platforms, student media at IU offer advertisers a diverse array of advertising options and a variety of opportunities to reach clients across different forms of media.

TERMS & POLICIES

Terms of Payment

The IDS understands that you want your invoice in a timely fashion with accurate billing information. If you have a question or there is a discrepancy with your invoice at any time, please contact our Accounting Department as soon as possible.

All rates are noncommissionable, net rates. American Express, Discover, Mastercard and Visa are accepted.

Out-of-town and new advertising accounts must prepay for advertising until credit is established. All political, "closing" and "going out of business" advertising must be prepaid.

Credit may be extended by completing a credit application. Please allow 30 days for approval.

Advertising invoices are mailed on the last publication day of each month. Payment is due on the 10th of each month.

All balances not paid in 30 days are subject to a finance charge of 1.5% per month (annual/percentage rate is 18%). A charge of $15.00 or 15% of the amount of the check (whichever is greater) will be assessed on any returned check.

General Rate Policy

The IDS may make rate changes, provided you are given at least 30 days notice in advance. In such an event, you may cancel a contract agreement without penalty if changes are not satisfactory.

The IDS may offer special promotions not listed in the rate card.

IDS General Advertising Policies

The IDS reserves the right to reject any advertising for any reason.

The IDS makes every effort to produce error free ads; however, if an error should occur, please notify our sales office within three days of the error. Liability for any errors is limited to the cost of the space occupied by the error.

All ad changes and cancellations must be made before the advertising deadline. Ads canceled after the deadline will be charged for two-thirds of the ad's space.

Advertising having the appearance of news must be labeled as "Paid Advertising."

All political and cause advertisements must carry the information required by law (e.g., Paid by Committee for Jane Doe, John Doe, Treasurer).

The IDS must have a signed model release from persons pictured in photographs submitted for publication.

The IDS is not responsible for materials submitted for use unless given instructions for return delivery within 30 days.

By having an advertisement printed in the IDS, the advertiser is purchasing space and circulation only. The advertiser assigns to the IDS all rights, title and interest to all layouts and original art produced by the IDS.

The IDS will not knowingly accept any advertisement that is defamatory, promotes academic dishonesty, violates any federal, state or local laws or encourages discrimination against any individual or group on the basis of race, sex, sexual orientation, color, creed, religion, national origin or disability.

Personal ads may contain first names and last initials only. The advertising management reserves the right to reject ads considered distasteful or defamatory. Classifieds of a business nature may not appear in the "Personal" classification.

Proofs requiring changes initiated by the advertiser will be corrected with or without additional charge depending on the extensiveness of the revisions and the amount of typesetting and/or photographic work required.

The advertiser assumes full liability for his/her advertisements and agrees to hold the IDS unaccountable for the content of all advertisements authorized for publication and any claims that may be made against the IDS.

Rates listed in this rate card are valid for Aug. 1, 2026 - July 31, 2027.





82%

engagement rate of
IU students

93%

engagement rate of
faculty and staff members

48,626

IU Bloomington students

9,046

faculty and staff members

Target the

$1.4 bil.

economic footprint created by the
IU students and staff.

Source: IU-B Impact Study

Indiana Daily Student
Newspaper published on Thursdays

www.idsnews.com

idsnews
@idsnews
@idsnews
@idsnews

HOW TO REACH US
Franklin Hall 130
601 E. Kirkwood Ave.
Bloomington, IN 47405-1223

Phone: 812-855-0763
Fax: 812-855-8009

advertise@idsnews.com
www.idsnews.com

PERSONNEL
Greg Menkedick
Advertising Director

Mike Arnold
Interim Director of Student Media

IDS PRINT ADVERTISING

The Indiana Daily Student newspaper is published on seven Thursday's during each fall and spring semester. In addition to the paper, the IDS has several special print publications.

REGULAR & CLASSIFIED DISPLAY AD RATES

$14.93/column inch
Open rate

$11.93/column inch
University Dept./Nonprofit

Based on per column inch

LOCAL ANNUAL VOLUME DISCOUNTS

A signed contract is required to qualify for these discounts. Advertisers without a signed contract will be billed at the open rate.

Contract Amount	Print Rate Discount
$2,500	30%
$5,000	35%
$7,000	40%
$9,500	45%
$12,500	50%
$17,800	55%
$23,500	60%
$34,000	62%
$49,500	65%

*Percent taken off open rate.

DEADLINES

Display ad deadline is 5 p.m. three business days before publication.

Ad Proof Schedule

For ads that must be approved by the advertiser prior to the publication: Copy deadline is four business days prior to the publication.

All proofs must be returned to the IDS by Noon two business days prior to the publication. Corrections may be made by phone or e-mail.

GUARANTEED PLACEMENT

Guaranteed Placement is available for an additional 25% more than the cost of the ad space.

PREMIUM PLACEMENT

Ask about page one advertising options with prices starting as low as $525 per issue.

COLOR RATES

Color is an effective way to draw the reader's eye to your ad. Full-color ads beat black-and-white ads for in-depth readership by 62%.

Source: Newspaper Association of America

Full Color
$10/column inch
(minimum $120, maximum $450)

Single Color
$160/page
(No minimum or maximum)

Contract Amount	Single Color	Full Color
$2,500	$160	$450
$5,000	$160	$450
$7,000	$150	$440
$9,500	$140	$430
$12,500	$130	$420
$17,800+	$120	$410

*Prices represent maximum color cost for respective contract amounts.

9K

copies distributed on select Thursday's during the fall and spring semesters.

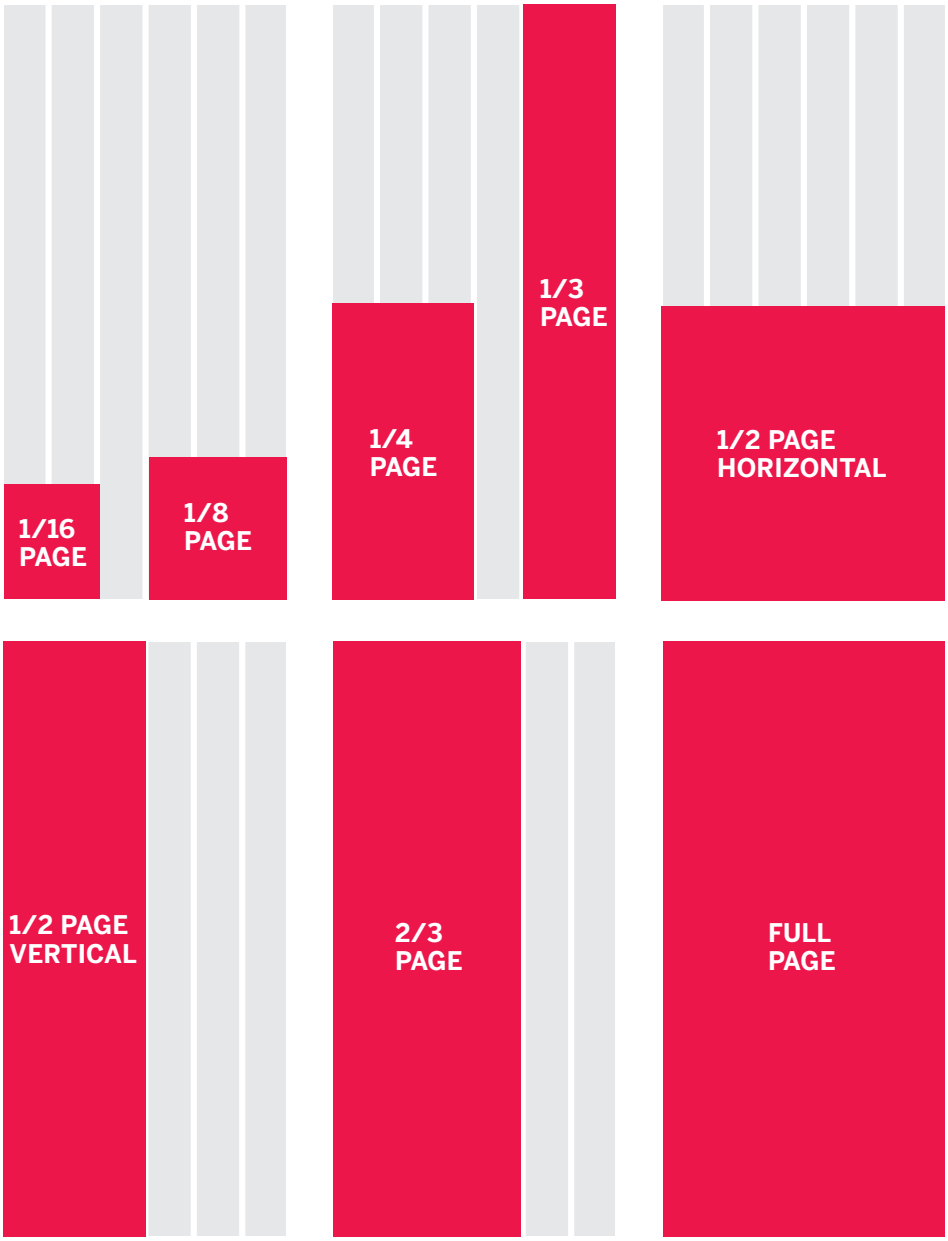
*See calendar on page 11 for list of pub dates

SPECIFICATIONS, MEASUREMENTS & RATES

Size	Dimensions	Column Inches	Open Rate	University Dept/ Nonprofit
1/16 page	**3.222" x 4"**	**8**	$119.44	$95.44
1/8 page	**4.889" x 5"**	**15**	$223.95	$178.95
1/4 page	**4.889" x 10.5"**	**31.5**	$470.30	$375.80
1/3 page	**3.222" x 21"**	**42**	$627.06	$501.06
1/2 page horiz.	**9.889" x 10.5"**	**63**	$940.59	$751.59
1/2 page vert.	**4.889" x 21"**	**63**	$940.59	$751.59
2/3 page	**6.556" x 21"**	**84**	$1,254.12	$1,002.12
Full Page	**9.889" x 21"**	**126**	$1,881.18	$1,503.18

*Prices are for the most common print sizes. Ask about custom ad sizes. Rates do not reflect contract discounts.

Common Ad Sizes



FILE REQUIREMENTS

PDF files are the preferred format for ad submission. You may send your ad electronically through email. Call or email your sales rep for electronic ad submission.

BROADSHEET AND TABLOID COLUMN SIZES

Columns	Inches
1 Col	1.556"
2 Col	3.222"
3 Col	4.889"
4 Col	6.556"
5 Col	8.222"
6 Col	9.889"

NEED A DESIGN?

We have a staff of graphic designers available to design a complete ad tailored to your needs or make minor changes to existing ads. Please contact your sales rep for more information.

IDSNEWS.COM ADVERTISING

More than

21K

monthly Bloomington users during the Fall and Spring semesters

Bloomington users generate

20%

of the site's overall traffic.

53% of users are

18-34

years old, with 29% being 24 or younger.

51% of Bloomington users are male.

63% of Bloomington users between 18 and 24 years old are browsing the site on laptops and desktops.

Rich media ads average

.14%

click-through rate.

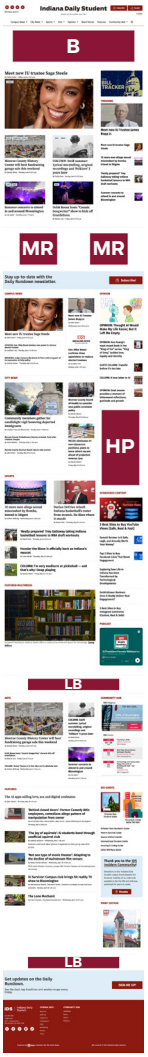
Source: SmartInsights.com

ONLINE AD SPECIFICATIONS:

By placing your ad online with www.idsnews.com, you reach students, their families, IU sports fans, alumni, faculty, staff and Bloomington residents. Online advertising helps round out your marketing mix for the extended IU community.

ONLINE AD POSITIONS

Desktop Home Screen and Story Page





Mobile View





ONLINE AD SIZES

LB Leaderboard
728 x 90 px, 320 x 50 px

MR Medium rectangle
300 x 250 px

HP Half page
300 x 600 px

B Billboard
970 x 250 px, 320 x 82 px

ONLINE AD RATES

Please note: volume pricing is space specific.

Leaderboard (LB) 728 x 90 px, 320 x 50 px

Ad Impressions	Cost	CPM
10,000	$100	$10
25,000	$200	$8
50,000	$350	$7
75,000	$450	$6
100,000 (+)	$500 (+)	$5

The leaderboard position is served on all devices (desktop/laptop, tablet and mobile). Please design both a 728 x 90 pixel and 320 x 50 pixel banner ad.

Medium rectangle (MR) 300 x 250 px

Ad Impressions	Cost	CPM
10,000	$130	$13
25,000	$275	$11
50,000	$450	$9
75,000	$600	$8
100,000 (+)	$700 (+)	$7

The medium rectangle position is served on all devices (desktop/laptop, tablet and mobile). Please design a 300 x 250 pixel ad.

Billboard (B) 970 x 250 px, 320 x 82 px

Ad Impressions	Cost	CPM
10,000	$160	$16
25,000	$350	$14
50,000	$600	$12
75,000	$825	$11
100,000 (+)	$1,000 (+)	$10

The billboard position is served on all devices (desktop/laptop, tablet and mobile). Please design both a 970 x 250 pixel and 320 x 82 pixel ad.

Half page (HP) 300 x 600 px

Ad Impressions	Cost	CPM
10,000	$120	$12
25,000	$250	$10
50,000	$400	$8
75,000	$525	$7
100,000 (+)	$600 (+)	$6

The half page position is served on desktop/laptop & tablet. Please design at 300 x 600 pixels.

ONLINE POST-IT

Looking for the highest engagement rates?

Purchase an online post-it for the site. These 300x500 pixel ads hover over the site when a user lands on a page.

$700/month

25,000 impressions

Space is limited, so ask about the current availability.

ADDITIONAL INFO:

All files should be sent to the IDS in .gif, .jpg, .png, .js, .html, or HTML 5. Contact your sales rep or email *advertise@idsnews.com* for more details. All files should be no larger than 1 MB and must abide by IAB Creative Format Guidelines.

LOCAL ANNUAL VOLUME DISCOUNTS

A signed contract is required to qualify for these discounts. Advertisers without a signed contract will be billed at the open rate.

Contract Amount	Online Discounts
$2,500	0%
$5,000	0%
$7,000	5%
$9,500	5%
$12,500	5%
$17,800	8%
$23,500	8%
$34,000	10%
$49,500	10%

*Percent taken off online ad rates.

OTHER PRODUCTS



X ADVERTISING

The IDS is giving your business the opportunity to gain access to our most popular social media audience through the @idsnews X account.

1 Post $90

2 Post Package $160

3 Post Package $210

5 Post Package $300

10 Post Package $500

X Posts can have a maximum of 265 characters, a 1024 x 512 pixel image, as well as links, mentions and hashtags. All posts will have an advertising label added.



INSTAGRAM ADVERTISING

The IDS allows advertisers access to the growing and popular @idsnews Instagram story.

1 Story $70

2 Story Package $130

3 Story Package $180

5 Story Package $250

10 Story Package $400

Instagram ads consist of one 1080 x 1920 pixel image or 15 second video. All Instagram story ads will have a "Paid Advertisement" label added.



HEADLINES EMAIL

The IDS has three different options for headline emails. Take the opportunity to show your message to a growing and highly engaged audience.

Weekly Headlines Email
25K+ subscribers

Position 1 (Top) $200/week
Positions 2, 3 & 4* $125/week

Daily Headlines Email
16K+ subscribers

Position 1 (Top) $225/week
Positions 2, 3 & 4* $150/week

Basketball Headlines Email
14.9K+ subscribers

Position 1 (Top) $200/month (All season for $550)
Positions 2, 3 & 4* $125/month (All season for $350)

Artwork must be submitted 3 business days prior to the first email date. All headline emails support 600x150 static image files.

Double your ad size to 600x300 pixels for only 50% more.

*Positions 2, 3 & 4 are available in order of reservation

Social ads must be scheduled at least two business days prior to your desired post date. Social media platforms are limited to 2 ads per day during the week and one ad per day on weekends, campus holidays and breaks. All social advertising is subject to availability.

More than
44K
people follow @idsnews on X.

More than
12.4K
people follow @idsnews on Instagram.

Reach between
14.9K–25.0K
opt-in email subscribers. Open rates average between 35–45%.

Bundle your print and online ads with some of our other cross-media products to create a balanced multimedia advertising campaign, reaching the greatest number of students, faculty staff in the IU Bloomington community.



NATIVE ADVERTISING

Advertising content (text, image, video, etc.) placed as an article within idsnews.com or IDS printed publications. The content is clearly labelled as "sponsored content" and owned by the advertiser for other use.

Article on idsnews.com

$300

Listed for a week on homepage, promotional social post and inclusion in the weekly headlines email. Limit one per week.

Article (approx. 300 words) in the printed newspaper.

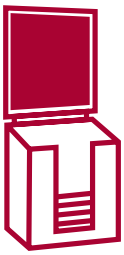
$400

1/4 page includes full color. Client provides all elements.

Ask about having the IDS create your native content for $35/hour. Typical advertorial content takes an average of 3 hours to write.

Online & Print Article Combo

$600



NEWSSTAND POSTERS

IDS newsstands have space for posters and are located all over campus and the Bloomington community. Deliver your message in a fast, direct, and highly visible way.

$75, 115, 175, 250, 375
per month*

Standard posters should be designed as full bleed 17.25" wide x 21.25" tall with all important information at least a 1/2" from the edge.

Premium ($375) posters are full bleed 24" wide x 48" tall with important info at least 1.5" from the edge.

Posters must be printed and submitted at least five business days before the start of the month. Printing is available for $25/poster.

*Prices vary based on location.



STREET TEAM

Make your organization the focal point of IU's campus. Our street team will distribute your promotional materials, flyers, freebies, etc., to their peers at high-traffic areas on campus and do what it takes to make your brand stand out. Take advantage of this unique opportunity to reach IU students directly.

$500
3-hour flyer/table event

Need material designed? Let our team of designers work for you. Design of images will be charged $35/hour. One hour minimum.

Contact your sales executive to discover all the ways our street team can work for you.

Customers are

25%

more likely to view a native ad compared to a standard banner ad.

Source: Sharethrough/IPG Media Labs

More than

80

newsstands available for advertising, located predominantly on campus in buildings and dorms, with a few off-campus locations.

74%

of consumers consider peer-to-peer marketing a key influencer in purchasing decisions.

Source: Ogilvy, Google & TNS

SPECIAL PUBLICATIONS

FALL SEMESTER 2025

Welcome Back Edition (Fall)
Deadline: Aug. 7
Pub Date: Aug. 20

Source (Campus Visitors Guide)
Deadline: July 31
Pub Date: Early Sept.

Fall Sports Guide
Deadline: Aug. 21
Pub Date: Sept. 3

Housing & Living Guide
Deadline: Sept. 1
Pub Date: Oct. 2

Housing Fair (Event)
Reservation Deadline: Sept. 23
Event Date: Oct. 6

Homecoming Issue
Deadline: Oct. 16
Pub Date: Oct. 29

IU Basketball Guide
Deadline: Nov. 6
Pub Date: Nov. 19

Thanksgiving Week Edition
Deadline: Nov. 13
Pub Date: Nov. 19

Fall Grad Edition
Deadline: Dec. 11
Pub Date: Dec. 17

SPRING SEMESTER 2026

Housing and Living Guide
Deadline: TBD
Pub Date: TBD

Welcome Back Edition (Spring)
Deadline: Dec. 18
Pub Date: Jan. 14

Housing Fair (Event)
Reservation Deadline: TBD
Event Date: TBD

Spring Sports Edition
Deadline: Feb. 12
Pub Date: Feb. 25

Source (Campus Visitors Guide)
Deadline: Jan. 29
Pub Date: Early Mar.

Little 500 Pre-Race Edition
Deadline: April 9
Pub Date: April 22

Spring Graduation Edition
Deadline: April 23
Pub Date: May 6

SUMMER 2026

Freshman Mail-Home Edition
Deadline: April 23
Pub Date: May 14

Orienter Mail-Home Magazine
Deadline: April 30
Pub Date: May 28

Parent's Survival Guide
Deadline: May 14
Pub Date: June 11

International Student Guide
Deadline: June 26
Pub Date: July 16

WANT MORE INFO?

Please request sales flyers for additional information regarding distribution, ad sizes and rates for these special publications. Talk to your sales rep to take advantage of these additional advertising opportunities.

LOCAL ANNUAL VOLUME DISCOUNTS

A signed contract is required to qualify for these discounts. Advertisers without a signed contract will be billed at the open rate.

Contract Amount	Special Pub. Discounts
$2,500	0%
$5,000	0%
$7,000	5%
$9,500	5%
$12,500	5%
$17,800	8%
$23,500	8%
$34,000	10%
$49,500	10%

*Percent taken off individual rates for special publications.

PUBLICATION CALENDAR

= special publication # = fall, spring & summer publication dates

August 2026

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

September 2026

S	M	T	W	T	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 2026

S	M	T	W	T	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 2026

S	M	T	W	T	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 2026

S	M	T	W	T	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 2027

S	M	T	W	T	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
24/31	25	26	27	28	29	30

February 2027

S	M	T	W	T	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 2027

S	M	T	W	T	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 2027

S	M	T	W	T	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 2027

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

June 2027

S	M	T	W	T	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 2027

S	M	T	W	T	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

IU Student Media
Franklin Hall 130
601 E. Kirkwood Ave.
Bloomington, IN 47405-1223
812-855-0763
advertise@idsnews.com
www.idsnews.com



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