INDIANA UNIVERSITY
STUDENT MEDIA
2019-20 RATE CARD/MEDIA KIT
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: 25 consecutive Gold Crown awards from the Columbia Scholastic Press Association and more than 30 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 a mobile app and active involvement on social media platforms such as Facebook, Twitter and Instagram.

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.

Proofs requiring changes initiated by the advertiser will be corrected with or without additional charge depending on the extentiveness 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, 2019 - July 31, 2020.
82% engagement rate of IU students

93% engagement rate of faculty and staff members

43,710 IU Bloomington students

9,337 faculty and staff members

Target the $1.4 bil. economic footprint created by the IU students and staff.

Source: IU-B Impact Study
The Indiana Daily Student newspaper is published twice weekly on Mondays and Thursdays. In addition to the paper, the IDS has several special print publications.

**REGULAR & CLASSIFIED DISPLAY AD RATES**

$19.91/column inch  
Open rate

$19.32/column inch  
Agency rate

$15.91/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.

<table>
<thead>
<tr>
<th>Contract Amount</th>
<th>Print Rate</th>
<th>Discount</th>
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<tbody>
<tr>
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<td>30%</td>
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<td>35%</td>
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<td>$7,000</td>
<td></td>
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<td>$9,500</td>
<td></td>
<td>45%</td>
</tr>
<tr>
<td>$12,500</td>
<td></td>
<td>50%</td>
</tr>
<tr>
<td>$17,800+</td>
<td></td>
<td>55%</td>
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<td>$23,500</td>
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<td>60%</td>
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<td>$34,000</td>
<td></td>
<td>62%</td>
</tr>
<tr>
<td>$49,500</td>
<td></td>
<td>65%</td>
</tr>
</tbody>
</table>

*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. You will receive your proof by the business day prior to the publication. All proofs must be returned to the IDS by 2:30 p.m. the business day 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.

**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)

Spot Color

$160/page  
(No minimum or maximum)

<table>
<thead>
<tr>
<th>Contract Amount</th>
<th>Spot Color</th>
<th>Full Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,500</td>
<td>$160</td>
<td>$450</td>
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<tr>
<td>$5,000</td>
<td>$160</td>
<td>$450</td>
</tr>
<tr>
<td>$7,000</td>
<td>$150</td>
<td>$440</td>
</tr>
<tr>
<td>$9,500</td>
<td>$140</td>
<td>$430</td>
</tr>
<tr>
<td>$12,500</td>
<td>$130</td>
<td>$420</td>
</tr>
<tr>
<td>$17,800+</td>
<td>$120</td>
<td>$410</td>
</tr>
</tbody>
</table>

*Prices represent maximum color cost for respective contract amounts.

**9K**

copies distributed on Mondays & Thursdays during the summer.

**10K**

copies distributed on Mondays during the fall & spring semesters.

**12K**

copies distributed on Thursdays during the fall & spring semesters.
SPECIFICATIONS, MEASUREMENTS & RATES

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Dimensions</th>
<th>Column Inches</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/16 page</td>
<td>3.222&quot; x 4&quot;</td>
<td>8</td>
<td>$159.28</td>
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<tr>
<td>1/8 page</td>
<td>4.889&quot; x 5&quot;</td>
<td>15</td>
<td>$298.65</td>
</tr>
<tr>
<td>1/4 page</td>
<td>4.889&quot; x 10.5&quot;</td>
<td>31.5</td>
<td>$627.17</td>
</tr>
<tr>
<td>1/3 page</td>
<td>6.556&quot; x 21&quot;</td>
<td>42</td>
<td>$836.22</td>
</tr>
<tr>
<td>1/2 page horiz.</td>
<td>9.889&quot; x 10.5&quot;</td>
<td>63</td>
<td>$1,254.33</td>
</tr>
<tr>
<td>1/2 page vert.</td>
<td>4.889&quot; x 21&quot;</td>
<td>63</td>
<td>$1,254.33</td>
</tr>
<tr>
<td>2/3 page</td>
<td>6.556&quot; x 21&quot;</td>
<td>84</td>
<td>$1,433.52</td>
</tr>
<tr>
<td>Full page</td>
<td>9.889&quot; x 21&quot;</td>
<td>126</td>
<td>$2,508.66</td>
</tr>
</tbody>
</table>

*Prices above are based on open rate. Other sizes are available. Ask your sales associate for custom sizes and prices.

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.

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

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 SIZES

<table>
<thead>
<tr>
<th>LB Leaderboard</th>
<th>MR Medium rectangle</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90 px, 320 x 50 px</td>
<td>300 x 250 px</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HP Half page</th>
<th>B Billboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 600 px</td>
<td>970 x 250 px</td>
</tr>
</tbody>
</table>

ONLINE AD POSITIONS

Bloomington users generate 27% 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

Ask us how to improve your click-through rate and overall engagement levels.

More than 29K monthly Bloomington users during the Fall and Spring semesters.
## ONLINE AD RATES

Please note: volume pricing is space specific.

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

<table>
<thead>
<tr>
<th>Ad Impressions</th>
<th>Cost</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>$210</td>
<td>$25</td>
</tr>
<tr>
<td>25,000</td>
<td>$325</td>
<td>$13</td>
</tr>
<tr>
<td>50,000</td>
<td>$500</td>
<td>$10</td>
</tr>
<tr>
<td>75,000</td>
<td>$675</td>
<td>$9</td>
</tr>
<tr>
<td>100,000 (+)</td>
<td>$800 (+)</td>
<td>$8</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Ad Impressions</th>
<th>Cost</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>$210</td>
<td>$21.00</td>
</tr>
<tr>
<td>25,000</td>
<td>$300</td>
<td>$12.00</td>
</tr>
<tr>
<td>50,000</td>
<td>$450</td>
<td>$9.00</td>
</tr>
<tr>
<td>75,000</td>
<td>$600</td>
<td>$8.00</td>
</tr>
<tr>
<td>100,000 (+)</td>
<td>$700 (+)</td>
<td>$7.00</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Ad Impressions</th>
<th>Cost</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>$250</td>
<td>$25</td>
</tr>
<tr>
<td>25,000</td>
<td>$425</td>
<td>$17</td>
</tr>
<tr>
<td>50,000</td>
<td>$650</td>
<td>$13</td>
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<tr>
<td>75,000</td>
<td>$825</td>
<td>$11</td>
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<tr>
<td>100,000 (+)</td>
<td>$1,000 (+)</td>
<td>$10</td>
</tr>
</tbody>
</table>

The billboard position is served on desktop/laptop. When purchased it takes over the top of the site. Please design at 970 x 250 pixels.

### Half page (HP) 300 x 600 px

<table>
<thead>
<tr>
<th>Ad Impressions</th>
<th>Cost</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>$180</td>
<td>$18</td>
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<tr>
<td>25,000</td>
<td>$375</td>
<td>$15</td>
</tr>
<tr>
<td>50,000</td>
<td>$450</td>
<td>$9</td>
</tr>
<tr>
<td>75,000</td>
<td>$525</td>
<td>$7</td>
</tr>
<tr>
<td>100,000 (+)</td>
<td>$600 (+)</td>
<td>$6</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Contract Amount</th>
<th>Online Discounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,500</td>
<td>0%</td>
</tr>
<tr>
<td>$5,000</td>
<td>0%</td>
</tr>
<tr>
<td>$7,000</td>
<td>5%</td>
</tr>
<tr>
<td>$9,500</td>
<td>5%</td>
</tr>
<tr>
<td>$12,500</td>
<td>5%</td>
</tr>
<tr>
<td>$17,800</td>
<td>8%</td>
</tr>
<tr>
<td>$23,500</td>
<td>8%</td>
</tr>
<tr>
<td>$34,000</td>
<td>10%</td>
</tr>
<tr>
<td>$49,500</td>
<td>10%</td>
</tr>
</tbody>
</table>

*Percent taken off online ad rates.*
OTHER PRODUCTS

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

Posters
$75-210/month per poster

Ribbons
$50/month per ribbon

Brochures
$20/month per newsstand

For newsstand poster, ribbon, and brochure sizes and deadlines, please speak with your sales rep.

TWITTER ADVERTISING
The IDS is giving your business the opportunity to gain access to our social media audience.

1 Tweet $160

5 Tweet Package $500
Must be used within 5 weeks* and billed as one ad.

10 Tweet Package $900
Must be used within 10 weeks* and billed as one ad.

Tweets include an image and will be tweeted to @idsnews.

Tweets must be scheduled at least one business day prior to your desired post date. Design of images will be charged $35/hour. One hour minimum.

*Adjustments will be granted to the duration of tweets during periods that include campus breaks lasting a full week or more.

HEADLINES EMAIL
The weekly headlines email is sent to subscribers receiving the top stories from the week. Have your message conveniently delivered to a growing number of subscribers with a high engagement rate.

Top Ad Spot
$520/month

Bottom Ad Spot
$320/month

570 x 120 pixel ad in the weekly headlines email. (Four week commitment.)

Ads are due on the Tuesday prior to the weekly email. The email is sent each Friday while classes are in session.

Ask about the availability of our daily email. Rates begin at $150/week.

Approximately 60 newsstands available for advertising. Additional locations are available on campus for IU departments and IU organizations.

Approximately 41K people follow @idsnews.

Approximately 20K members of the IU community subscribe to the weekly email. The daily email has more than 6,500 subscribers.
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 (approx. 300 words) on idsnews.com
$300
Listed for a week on the Homepage and included in the weekly headlines email. Limit one per week.

Article (approx. 300 words) printed in the Indiana Daily Student 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.

**TABLING SPONSORSHIP**
Help inform members of the IU Community about topics and information that will help them in their daily lives with and IDS Table Sponsorship. The IDS will provide the topic, get approval by the sponsor, and the sponsor can hand out promotional materials, freebies, flyers etc. at high traffic locations on campus.

$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 rep for a list of possible topics and additional information.

A minimum of a 15 business day advance notice is required.

**PRINTED INSERTS**
The economic impact of the IU community on Bloomington is clear: IU students, faculty and staff comprise 63.3% of Bloomington’s population. Reach your target audience with printed inserts in the Indiana Daily Student.

Rates starting at $82.67/thousand
Contact your sales executive for more information about pricing and requirements for newspaper inserts.

Customers are 25% more likely to view a native ad compared to a standard banner ad.
Source: Sharethrough/IPG Media Labs

74% of consumers consider peer-to-peer marketing a key influencer in purchasing decisions.
Source: Ogilvy, Google & TNS

30% of people went online for more info within 30 days of viewing a newspaper insert.
Source: Valassis
SPECIAL PUBLICATIONS

FALL SEMESTER 2019

Welcome Back Edition (Fall)
Deadline: Aug. 2
Pub Date: Aug. 14

Big Ten Conference Preview
Deadline: Aug. 30
Pub Date: Sept. 12

Housing & Living Guide
Deadline: Sept. 5
Pub Date: Oct. 17

Housing Fair (Event)
Reservation Deadline: Sept. 26
Event Date: Oct. 22

Homecoming Issue
Deadline: Sept. 27
Pub Date: Oct. 10

IU Basketball Guide
Deadline: TBD
Pub Date: TBD

Thanksgiving Week Edition
Deadline: Nov. 18
Pub Date: Nov. 21 - Dec. 1

Fall Finals/Dec. Grad Edition
Deadline: Dec. 11
Pub Date: Dec. 16-20

SPRING SEMESTER 2020

Welcome Back Edition (Spring)
Deadline: Jan. 6
Pub Date: Jan. 10

Housing & Living Guide
Deadline: Dec. 6
Pub Date: Jan. 23

Housing Fair (Event)
Reservation Deadline: Dec. 19
Event Date: Feb. 5

Source (Campus Visitors Guide)
Deadline: Jan. 24
Pub Date: March 2

Spring Sports Guide
Deadline: Feb. 7
Pub Date: Feb. 20

Big Ten/NCAA Brackets Package
Deadline: March 2
Pub Date: March 9, 23 & 30

Little 500 Pre-Race Edition
Deadline: April 8
Pub Date: April 23

Spring Finals Edition
Deadline: April 29
Pub Date: May 4

Graduation Edition
Deadline: May 4
Pub Date: May 8

SUMMER 2020

812 Magazine
Deadline: March 27
Pub Date: May-Dec.

Freshman Mail-Home Edition
Deadline: April 24
Pub Date: May 15

Orienter Magazine
Deadline: April 24
Pub Date: June - Aug. Orientation

Parent’s Survival Guide
Deadline: May 13
Pub Date: June - Aug. Orientation

Source (Campus Visitors Guide)
Deadline: June 19
Pub Date: Aug. 3

International Student Guide
Deadline: July 2
Pub Date: July 20

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.

<table>
<thead>
<tr>
<th>Contract Amount</th>
<th>Special Pub. Discounts</th>
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</tr>
<tr>
<td>$7,000</td>
<td>5%</td>
</tr>
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<td>$9,500</td>
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<td>5%</td>
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<tr>
<td>$17,800</td>
<td>8%</td>
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<td>8%</td>
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<tr>
<td>$34,000</td>
<td>10%</td>
</tr>
<tr>
<td>$49,500</td>
<td>10%</td>
</tr>
</tbody>
</table>

*Percent taken off individual rates for special publications.

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.