INDIANA UNIVERSITY
STUDENT MEDIA
2017-18 RATE CARD/MEDIA KIT
ABOUT IU STUDENT MEDIA

From the Indiana Daily Student’s creation in 1867 to today, the IDS remains a cornerstone of the IU and Bloomington community. Now in its 150th year of publication, the IDS is proud to be Indiana University’s free, independent and student-run news source. As the core member of IU Student Media, the IDS is regularly recognized as one of the top student media programs in the country, with accomplishments including 28 straight Gold Crown Awards from Associated Collegiate Press to the IDS advertising teams annual success with awards from College Media Business and Advertising Managers. As an independently funded media organization, the IDS prides itself as being a vehicle to promote and showcase campus organizations and community businesses.

Beyond the commitment to excellence at the individual and organizational levels, IU Student Media strives to grow and adapt with the changing landscape of news media. In addition to the physical newspaper, IU Student Media has continuously expanded its digital presence, with the debut of the idsnews website in 1996 to the addition of the mobile app and active involvement on social media platforms like Facebook, Snapchat, and Twitter. With continuing evolution in both physical and digital platforms, IU Student Media offers 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 and tear sheets 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
All advertising is subject to approval by the IDS.

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, 2017 - July 31, 2018.
82%
engagement rate of IU students.

93%
engagement rate of faculty and staff members.

49,695
IU Bloomington students.

9,211
faculty and staff members.

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

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 rates)
- $15.91/column inch (University Dept./Nonprofit)
- $12.98/column inch (IU Student/Student Organization)
  
  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>Column Inch Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,000</td>
<td>$14.58</td>
</tr>
<tr>
<td>$5,000</td>
<td>$14.04</td>
</tr>
<tr>
<td>$7,000</td>
<td>$13.30</td>
</tr>
<tr>
<td>$9,500</td>
<td>$12.61</td>
</tr>
<tr>
<td>$12,500</td>
<td>$12.20</td>
</tr>
<tr>
<td>$17,800</td>
<td>$11.89</td>
</tr>
<tr>
<td>$23,500</td>
<td>$11.64</td>
</tr>
<tr>
<td>$34,000</td>
<td>$11.33</td>
</tr>
<tr>
<td>$49,500</td>
<td>$10.98</td>
</tr>
<tr>
<td>$65,000</td>
<td>$10.82</td>
</tr>
</tbody>
</table>

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

**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.

**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%.

*Newspaper Association of America*

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

**Spot Color**
- $160/page (No minimum or maximum)

**9K**
copies distributed on Mondays & Thursdays during the summer.

**10K**
copies distributed on Mondays during fall & spring semesters.

**14K**
copies distributed on Thursdays during fall & spring semesters.
### Display Ad Specifications

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Width</td>
<td>Inches</td>
<td></td>
</tr>
<tr>
<td>1 column</td>
<td>1.556</td>
<td></td>
</tr>
<tr>
<td>2 columns</td>
<td>3.222</td>
<td></td>
</tr>
<tr>
<td>3 columns</td>
<td>4.889</td>
<td></td>
</tr>
<tr>
<td>4 columns</td>
<td>6.556</td>
<td></td>
</tr>
<tr>
<td>5 columns</td>
<td>8.222</td>
<td></td>
</tr>
<tr>
<td>6 columns</td>
<td>9.889</td>
<td></td>
</tr>
</tbody>
</table>

### Common IDS Newspaper Ads

Actual depths are 1/8" short. For example, 3 col. x 5" is actually 4.889" x 4.875".

#### Sizes & Dimensions

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 page vert.</td>
<td>2 col. x 7.5&quot;</td>
<td></td>
</tr>
<tr>
<td>1/8 page horiz.</td>
<td>3 col. x 5&quot;</td>
<td></td>
</tr>
<tr>
<td>1/4 page vert.</td>
<td>3 col. x 10.5&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 page vert. (Option 1)</td>
<td>2 col. x 21&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 page vert. (Option 2)</td>
<td>4 col. x 10.5&quot;</td>
<td></td>
</tr>
<tr>
<td>Half page vert.</td>
<td>3 col. x 21&quot;</td>
<td></td>
</tr>
<tr>
<td>Half page horiz.</td>
<td>6 col. x 10.5&quot;</td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>6 col. x 21&quot;</td>
<td></td>
</tr>
</tbody>
</table>

Other sizes available.

### Layout Requirements

The IDS uses the offset printing method. Full-page ad size is 9.889" x 21".

PDF files are the preferred format for ad submission. Camera ready-art should be produced 1/8" short of actual depth (e.g., an ad billed at 4 columns x 10" in depth should be produced for publication at 4 columns x 9 7/8"").

You may send your ad electronically through email. Call or email your sales rep for electronic ad submission information.

### Depth Requirements for Display Ads

Any ad exceeding 18 inches in depth will be billed at 21 inches.

### NEED A DESIGN?

We have a staff of graphic designers available for a complete ad design tailored to your needs or minor changes to existing ads. Please contact your sales rep for more information.
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 SPECIFICATIONS:
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 200 KB and must abide by IAB Creative Format Guidelines.

ONLINE AD PRICING
Please note volume pricing is space specific.

**Leaderboard (LB)**

<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 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)**

<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.
Online ad positions are dynamically loaded as the user scrolls down through the site. This ensures that any advertisement will be seen when the user reaches the ad position.

**Billboard (B)**

<table>
<thead>
<tr>
<th>Ad Impressions</th>
<th>Cost</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>$240</td>
<td>$24.00</td>
</tr>
<tr>
<td>25,000</td>
<td>$375</td>
<td>$15.00</td>
</tr>
<tr>
<td>50,000</td>
<td>$600</td>
<td>$12.00</td>
</tr>
<tr>
<td>75,000</td>
<td>$825</td>
<td>$11.00</td>
</tr>
<tr>
<td>100,000 (+)</td>
<td>$1,000 (+)</td>
<td>$10.00</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)**

<table>
<thead>
<tr>
<th>Ad Impressions</th>
<th>Cost</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>$160</td>
<td>$16.00</td>
</tr>
<tr>
<td>25,000</td>
<td>$325</td>
<td>$13.00</td>
</tr>
<tr>
<td>50,000</td>
<td>$400</td>
<td>$8.00</td>
</tr>
<tr>
<td>75,000</td>
<td>$525</td>
<td>$7.00</td>
</tr>
<tr>
<td>100,000 (+)</td>
<td>$600  (+)</td>
<td>$6.00</td>
</tr>
</tbody>
</table>

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

Rich media ads average .14% click-through rate.

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

Online ads are an important part of reaching the IU community. Talk to your sales rep about an ad bundle to reach 82% of IU students and 93% of IU faculty & staff.
OTHER PRODUCTS

NEWSTANDS
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. Tweeting with the IDS promotes your message to more than 45,700 followers.

$50/tweet
@IDSpulse & @idsnews, a total of 39,300+ followers

$50/tweet
@IDSpulse & @ids_sports, a total of 9,800+ followers

$75/tweet
@IDSpulse, @idsnews, & @ids_sports, a total of 45,700+ followers

Limit of two tweets per week per client.

Add a photo to your tweet for an additional $20.

Tweets must be scheduled at least one business day prior to your desired post date.

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 — approximately 40% open the emails and more than 12% click on our content.

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.

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

more than 35K people follow @idsnews.

more than 6,500 students, parents, faculty & staff, and alumni subscribe to the headlines email.
ONLINE HOUSING
The IDS Online Housing Guide gathers housing options available for students. The search tool allows students to filter their results using specific criteria such as rent price, number of bedrooms, and amenities included. The guide has seen a steady increase in unique users over the last four years.

$100/month for a 12-month commitment
$130/month for a 6-month commitment

Each Property Receives:
detailed information, multiple search and filtering options, up to 38 amenities, floor plans and maps, photos and logos, price per unit, and a link to your website.

www.idsnews.com/housing

DINING
Bloomington is well known for its amazing dining options, ranging from ethnic and local mom-and-pop diners to America’s favorite chains. The IDS Dining guide gives our readers the chance to pick your place out of the crowd.

$35/week for two-semester commitment
Summer run no charge.
(Deal expires Sept. 30)

$45/week for one-semester commitment

Premium Member Receives:
A weekly full-color print ad in the IDS Dining guide, a spotlight description in the print and online edition, as well as an online listing that includes the following: photos of your restaurant, your menu, payment options, link to your site and a map.

www.idsnews.com/dining

MOBILE APP
The IDS Mobile App connects the IU Bloomington community with news, sports, entertainment, events and more from the IDS. Connect with everything IU by receiving breaking news alerts via push notifications and all the daily news.

$100/month front page tiles, 12 month commitment
$100/month content banners, 12 month commitment

Mobile app advertising positions are extremely limited, there are only three tiles available and three banners available.

Available in both android and iOS device app stores.

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.

more than 4K page views per month on the IDS Online Housing Guide.
Statistics are based on 2016-17 school year.

an average of $52 per week is spent on dining out by IU visitors.
Bloomington Convention & Visitors Bureau

more than 3K active devices in the 2016-17 school year.
# SPECIAL PUBLICATIONS

## SUMMER 2017

**Source (Campus Visitors Guide)**  
Deadline: June 23  
Pub Date: Aug. 1

**International Student Guide**  
Deadline: July 7  
Pub Date: July 24

## FALL SEMESTER 2017

**Welcome Back Edition (Fall)**  
Deadline: July 26  
Pub Date: Aug. 9

**Big Ten Conference Preview**  
Deadline: Sept. 15  
Pub Date: Sept. 28

**Housing & Living Guide**  
Deadline: Sept. 1  
Pub Date: Oct. 19

**Housing Fair (Event)**  
Date: Oct. 24

**Homecoming Issue**  
Deadline: Sept. 29  
Pub Date: Oct. 12

**IU Basketball Guide**  
Deadline: Oct. 27  
Pub Date: Nov. 9

**Thanksgiving Week Edition**  
Deadline: Nov. 13  
Pub Date: Nov. 16-26

**Fall Finals/Dec. Grad Edition**  
Deadline: Dec. 6  
Pub Date: Dec. 11-15

## SPRING SEMESTER 2018

**Housing & Living Guide**  
Deadline: Dec. 8  
Pub Date: Jan. 25

**Welcome Back Edition (Spring)**  
Deadline: Jan. 2  
Pub Date: Jan. 5

**Housing Fair (Event)**  
Date: Jan. 31

**Source (Campus Visitors Guide)**  
Deadline: Jan. 26  
Pub Date: March 1

**Big Ten/NCAA Brackets Package**  
Deadline: Feb. 27  
Pub Date: March 5, 19 & 26

**Little 500 Pre-Race Edition**  
Deadline: April 4  
Pub Date: April 19

**Spring Finals Edition**  
Deadline: April 25  
Pub Date: April 30

**Graduation Edition**  
Deadline: April 30  
Pub Date: May 4

## SUMMER 2018

**Freshman Mail-Home Edition**  
Deadline: April 27  
Pub Date: May 18

**Orienter Magazine**  
Deadline: April 27  
Pub Date: June - Aug. Orientation

**Parent’s Survival Guide**  
Deadline: May 16  
Pub Date: June - Aug. Orientation

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**WANT MORE INFO?**

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