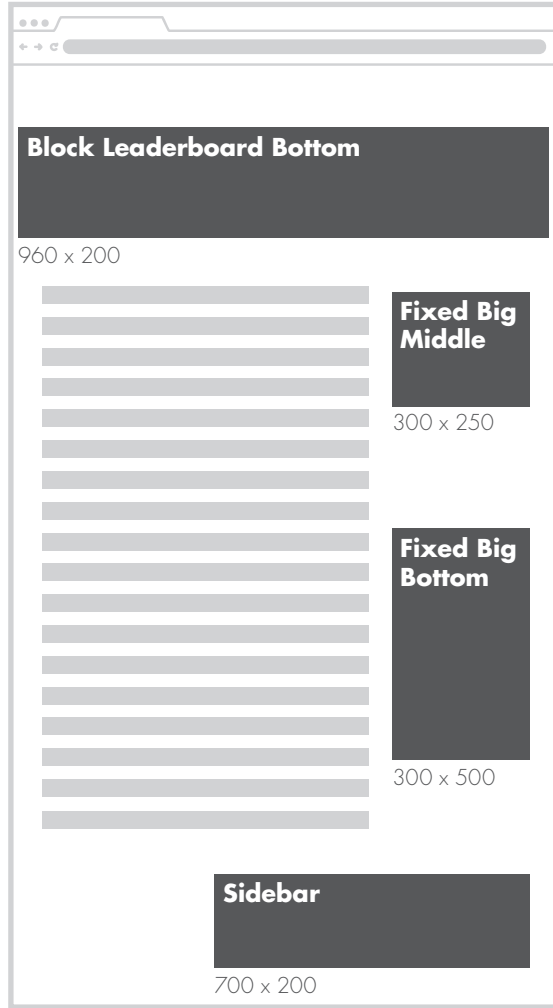


WEB

www.iowastatedaily.com



Block Leaderboard Bottom	
Home Page	\$900/month
Interior Page	\$600/month \$250/week

Fixed Big Middle Advertising	
Interior Page	\$600/month \$250/week

Fixed Big Bottom Advertising	
Interior Page	\$600/month \$250/week

Sidebar (Interior Page)	
250 Impressions/week	\$75
500 Impressions/week	\$150

SPONSORED CONTENT

Ads run: 5 days
 Article Content: 750 words
 Photo size: 2500 x 1600 ppi
 Headline: sm: 45-52 characters
 lg: 70-80 characters
 Deadline: 5 days in advance of posting

Native Advertising	
Large	\$750
Small	\$575
Assets	\$150/add-on



■ Indicates home page story location

INSERTS

Pre-printed inserts accepted upon prior approval. Sizing must be between 8.5"x11" and 11"x13". Folding charge applies to larger sizes. No broken inserts. Reservation is required 5 office days prior to insertion. Inserts must be delivered to The Daily Freeman-Journal at least 3 office days in advance of publication date.

FLAT FEES:
 Full circulation (14,000) \$600.00

PLEASE DELIVER INSERTS TO:
 The Daily Freeman-Journal
 c/o Iowa State Daily
 720 Second Street
 Webster City, IA 50595
 Phone: (515) 832.4350 Ext. 11

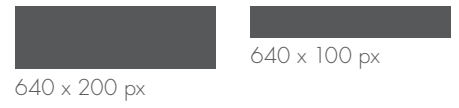
STICKY NOTE

Placement: Front page
 Pricing: Full circulation (14,000)
 \$805 per issue
 Printing: Available at additional cost

*contact ad executive for details

MOBILE

Mobile Advertisements	
Unlimited Impressions	\$600/month

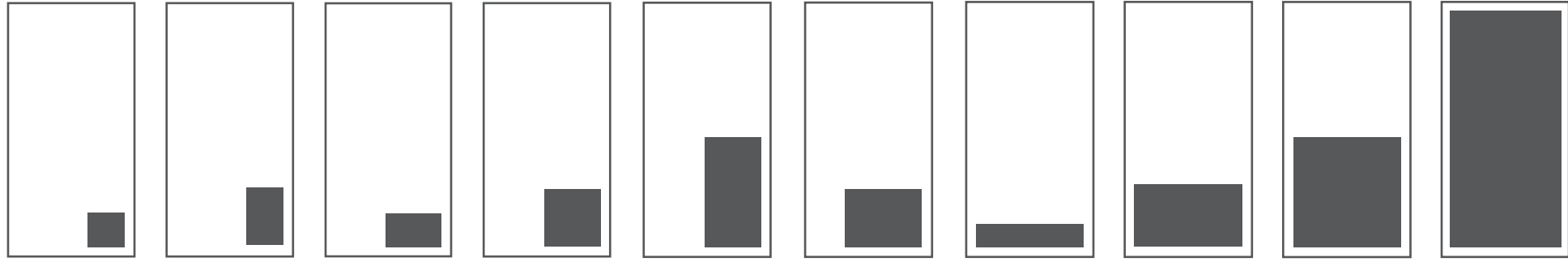


*ad sizes depicted are not to scale



IOWA STATE DAILY.

2420 Lincoln Way | Ames, IA
 515.294.4120
 ads@iowastatedaily.com
 www.iowastatedaily.com



2Col. x 3" 3.23" x 3" 2Col. x 5" 3.23" x 5" 3Col. x 3" 4.92" x 3" 3Col. x 5" 4.92" x 5" 3Col. x 9.5" 4.92" x 9.5" 4Col. x 5" 6.61" x 5" 6Col. x 2" 10" x 2" 6Col. x 5" 10" x 5" 6Col. x 9.5" 10" x 9.5" 6Col. x 21" 10" x 21"

AD SIZE	OPEN	UNIVERSITY	\$3,500	\$5,000	\$10,000	\$15,000	\$20,000
2x3	77.40	61.50	73.53	69.66	65.79	61.92	58.05
2x5	129.00	102.50	122.55	116.10	109.65	103.20	96.75
3x3	116.10	92.25	110.30	104.49	98.69	92.88	87.08
3x5	193.50	153.75	183.83	174.15	164.48	154.80	145.13
3x9.5	367.65	292.13	349.27	330.89	312.50	294.12	275.74
4x5	258.00	205.00	245.10	232.20	219.30	206.40	193.50
6x2	154.80	123.00	147.06	139.32	131.58	123.84	116.10
6x5	387.00	307.50	367.65	348.30	328.95	309.60	290.25
6x9.5	735.30	584.25	698.54	661.77	625.01	588.24	551.48
6x21	1625.40	1291.50	1544.13	1462.86	1381.59	1300.32	1219.05

*Open rate pricing apply to national accounts.

DEADLINES

All sales and artwork transactions for advertisements must be approved and sent to the Iowa State Daily by 2:00 PM on the table specified below:

Advertisements not approved by 2:00 PM are subject to being run on the next available publishing date.

PUBLICATION DATE	DEADLINE
Monday	Previous Wed
Tuesday	Previous Thurs
Wednesday	Previous Fri
Thursday	Previous Mon
Friday	Previous Tues

Special Sections deadlines will vary.

COLOR

All print advertisements will be run in black and white. To include color a **\$45.00 fee** will be added per run date.

PICK UP RATES	
Day 1	Full Rate
Day 2	25% Discount
Day 3-5	50% Discount

DAILY SPECIAL	
2x3	\$25/day
3x3	\$45/day
2x5	\$60/day

- Must run ten consecutive days
- Black and white advertisements only.

2016 PUBLISHING CALENDAR

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

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

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

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