**SPONSORED CONTENT**

- **Ads run:** 5 days
- **Article Content:** 750 words
- **Photo size:** 2000 x 1600 ppi
- **Headline:** sm: 45-52 characters lg: 70-80 characters
- **Deadline:** 5 days in advance of posting

<table>
<thead>
<tr>
<th>Native Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
</tr>
<tr>
<td>$750</td>
</tr>
<tr>
<td>Small</td>
</tr>
<tr>
<td>$575</td>
</tr>
<tr>
<td>Assets</td>
</tr>
<tr>
<td>$150/odd-on</td>
</tr>
</tbody>
</table>

**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) $605 per issue
Printing: Available at additional cost
*contact ad executive for details
### AD SIZE
<table>
<thead>
<tr>
<th>Size</th>
<th>OPEN</th>
<th>UNIVERSITY</th>
<th>$3,500</th>
<th>$5,000</th>
<th>$10,000</th>
<th>$15,000</th>
<th>$20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>2x3</td>
<td>77.40</td>
<td>61.50</td>
<td>73.53</td>
<td>69.66</td>
<td>65.79</td>
<td>61.92</td>
<td>58.05</td>
</tr>
<tr>
<td>2x5</td>
<td>129.00</td>
<td>102.50</td>
<td>122.55</td>
<td>116.10</td>
<td>109.65</td>
<td>103.20</td>
<td>96.75</td>
</tr>
<tr>
<td>3x3</td>
<td>116.10</td>
<td>92.25</td>
<td>110.30</td>
<td>104.49</td>
<td>98.69</td>
<td>92.88</td>
<td>87.08</td>
</tr>
<tr>
<td>3x5</td>
<td>193.50</td>
<td>153.75</td>
<td>183.83</td>
<td>174.15</td>
<td>164.48</td>
<td>154.80</td>
<td>145.13</td>
</tr>
<tr>
<td>3x9.5</td>
<td>367.65</td>
<td>292.13</td>
<td>349.27</td>
<td>330.89</td>
<td>312.50</td>
<td>294.12</td>
<td>275.74</td>
</tr>
<tr>
<td>4x5</td>
<td>258.00</td>
<td>205.00</td>
<td>245.10</td>
<td>232.20</td>
<td>219.30</td>
<td>206.40</td>
<td>193.50</td>
</tr>
<tr>
<td>6x2</td>
<td>154.80</td>
<td>123.00</td>
<td>147.06</td>
<td>139.32</td>
<td>131.58</td>
<td>123.84</td>
<td>116.10</td>
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<tr>
<td>6x5</td>
<td>387.00</td>
<td>307.50</td>
<td>367.65</td>
<td>348.30</td>
<td>328.95</td>
<td>309.60</td>
<td>290.25</td>
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<tr>
<td>6x9.5</td>
<td>735.30</td>
<td>584.25</td>
<td>698.54</td>
<td>661.77</td>
<td>625.01</td>
<td>588.24</td>
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</tr>
<tr>
<td>6x21</td>
<td>1625.40</td>
<td>1291.50</td>
<td>1544.13</td>
<td>1462.86</td>
<td>1381.59</td>
<td>1300.32</td>
<td>1219.05</td>
</tr>
</tbody>
</table>

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

### DAILY SPECIAL
- 2x3  | $25/day
- 3x3  | $45/day
- 3x5  | $60/day

*Must run ten consecutive days.

*Black and white advertisements only.

### 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.

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Previous Wed</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Previous Thu</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Previous Fri</td>
</tr>
<tr>
<td>Thursday</td>
<td>Previous Mon</td>
</tr>
<tr>
<td>Friday</td>
<td>Previous Tues</td>
</tr>
</tbody>
</table>

Special Sections deadlines will vary.

### COLOR
All print advertisements will be run in black and white. To include color a $450.00 fee will be added per run date.

### 2016 PUBLISHING CALENDAR

#### JANUARY
- **Monday** 1
- **Tuesday** 2
- **Wednesday** 3
- **Thursday** 4
- **Friday** 5

#### FEBRUARY
- **Monday** 1
- **Tuesday** 2
- **Wednesday** 3
- **Thursday** 4
- **Friday** 5

#### MARCH
- **Monday** 1
- **Tuesday** 2
- **Wednesday** 3
- **Thursday** 4
- **Friday** 5

#### APRIL
- **Monday** 1
- **Tuesday** 2
- **Wednesday** 3
- **Thursday** 4
- **Friday** 5

#### MAY
- **Monday** 1
- **Tuesday** 2
- **Wednesday** 3
- **Thursday** 4
- **Friday** 5

#### JUNE
- **Monday** 1
- **Tuesday** 2
- **Wednesday** 3
- **Thursday** 4
- **Friday** 5

#### JULY
- **Monday** 1
- **Tuesday** 2
- **Wednesday** 3
- **Thursday** 4
- **Friday** 5

#### AUGUST
- **Monday** 1
- **Tuesday** 2
- **Wednesday** 3
- **Thursday** 4
- **Friday** 5

#### SEPTEMBER
- **Monday** 1
- **Tuesday** 2
- **Wednesday** 3
- **Thursday** 4
- **Friday** 5

#### OCTOBER
- **Monday** 1
- **Tuesday** 2
- **Wednesday** 3
- **Thursday** 4
- **Friday** 5

#### NOVEMBER
- **Monday** 1
- **Tuesday** 2
- **Wednesday** 3
- **Thursday** 4
- **Friday** 5

#### DECEMBER
- **Monday** 1
- **Tuesday** 2
- **Wednesday** 3
- **Thursday** 4
- **Friday** 5