

The Daily Iowan

Classified Advertising Rates and Information

Effective August 21, 2017

Fall & Winter Hours: 8am-5pm Monday-Thursday | 8am-4pm Friday | Closed Saturday & Sunday

Summer Hours: 8am-4pm Monday-Thursday | 8am-noon Friday | Closed Saturday & Sunday

2017-18

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CLASSIFIED LINE AD/RATES

Number of days to run

No. of Words	3 Days 1.38/wd	5 Days 1.51/wd	10 Days 1.96/wd	15 Days 2.77/wd	20 Days 3.51/wd	30 Days 4.08/wd
10	13.80	15.10	19.60	27.70	35.10	40.80
11	15.18	16.61	21.56	30.47	38.61	44.88
12	16.56	18.12	23.52	33.24	42.12	48.96
13	17.94	19.63	25.48	36.01	45.63	53.04
14	19.32	21.14	27.44	38.78	49.14	57.12
15	20.70	22.65	29.40	41.55	52.65	61.20
16	22.08	24.16	31.36	44.32	56.16	65.28
17	23.46	25.67	33.32	47.09	59.67	69.36
18	24.84	27.18	35.28	49.86	63.18	73.44
19	26.22	28.69	37.24	52.63	66.69	77.52
20	27.60	30.20	39.20	55.40	70.20	81.60
21	28.98	31.71	41.16	58.17	73.71	85.68
22	30.36	33.22	43.12	60.94	77.22	89.76
23	31.74	34.73	45.08	63.71	80.73	93.84
24	33.12	36.24	47.04	66.48	84.24	97.92
25	34.50	37.75	49.00	69.25	87.75	102.00
26	35.88	39.26	50.96	72.02	91.26	106.08
27	37.26	40.77	52.92	74.79	94.77	110.16
28	38.64	42.28	54.88	77.56	98.28	114.24
29	40.02	43.79	56.84	80.33	101.79	118.32
30	41.40	45.30	58.80	83.10	105.30	122.40
31	42.78	46.81	60.76	85.87	108.81	126.48
32	44.16	48.32	62.72	88.64	112.32	130.56
33	45.54	49.83	64.68	91.41	115.83	134.64
34	46.92	51.34	66.64	94.18	119.34	138.72
35	48.30	52.85	68.60	96.95	122.85	142.80
36	49.68	54.36	70.56	99.72	126.36	146.88
37	51.06	55.87	72.52	102.49	129.87	150.96
38	52.44	57.38	74.48	105.26	133.38	155.04
39	53.82	58.89	76.44	108.03	136.89	159.12
40	55.20	60.40	78.40	110.80	140.40	163.20

CLASSIFIED DISPLAY AD/RATES

National Classified Display.....22.75/col. in.

Classified Display.....14.69/col. in.

Discount Display Rate

First Time..... Full Price

Second & Third Times.....10% Off

Fourth & Fifth Times..... 20% Off

Six or More Times.....30% Off

ERRORS

When an advertisement contains an error which is not the fault of the advertiser, the liability of **The Daily Iowan** shall not exceed supplying a correction letter and a correct insertion for the space occupied by the incorrect item, not the entire advertisement. No responsibility is assumed for more than one incorrect insertion of any advertisement. A correction will be published in a subsequent issue providing the advertiser reports the error or omission the day that it occurs.

CLASSIFIED COLUMN WIDTHS

Column widths to the nearest 1/8". 8 columns with 1/16" gutters.

1 col.1 1/4"

2 col.2 1/2"

3 col.3 3/4"

4 col.5"

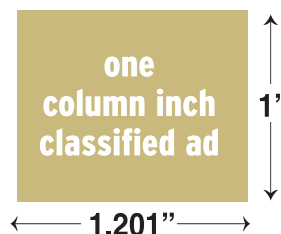
5 col.6 1/4"

6 col.7 1/2"

7 col.8 3/4"

8 col.10"

ACTUAL SIZE



CLASSIFIED INFORMATION

- We gladly accept Mastercard and Visa.
- Ads are payable in advance unless you have established an account with us. No refunds. No copy changes once ad starts.
- Deadline is 11am, one working day prior to publication.
- Artwork/logo may only be used in classified display ads.
- Reversed type is acceptable in classified display ads.
- Cancellation of advertising for refund cannot be made after the deadline for space reservation.
- The first word of each line ad is set in bold, upper case type. Each additional word in bold, upper case will be charged as two words.
- Blank lines are \$5 per line for the entire run of the ad.

Your ad will be included on www.dailyiowan.com where you can reach approximately 10,000-12,000 web readers daily.

SPECIAL SECTIONS

The Daily Iowan classifieds offer you the chance to express your warmest wishes on special occasions such as Graduation.

Take advantage of the opportunity to let someone know how you feel with a classified display ad at a special rate.

Contact The Daily Iowan classified department for more information.

