



# INDIANA STATESMAN

Rate Card  
2020-2021



## About the Indiana Statesman

The Indiana Statesman, Indiana State University's student-run newspaper, has served the campus and surrounding community since 1879. It employs about 70 students throughout the year, who gain practical experience as writers, editors, photographers, designers, and account executives. The advertising department consistently receives statewide and national recognition for their ad design.

## Contact

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Business Manager  
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## Our Audience

The Statesman provides ISU's over 11,000 students, 2,000 faculty and staff, alumni, and the Terre Haute community with campus news, sports, entertainment and national news. Advertising dollars help provide campus job opportunities for Indiana State University students.

**11k+**  
Students

**2k+**  
Faculty

**4000** PAPERS DISTRIBUTED

**70+** ON CAMPUS DELIVERY LOCATIONS

**30+** OFF CAMPUS DELIVERY LOCATIONS



## 2020 Publication Calendar

August	September	October
S M T W Th F S	S M T W Th F S	S M T W Th F S
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
November	December	January
S M T W Th F S	S M T W Th F S	S M T W Th F S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
February	March	April
S M T W Th F S	S M T W Th F S	S M T W Th F S
7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
May	June	July
S M T W Th F S	S M T W Th F S	S M T W Th F S
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

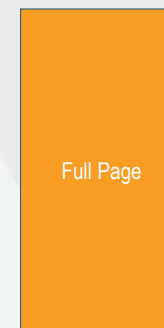
\*Advertisements are due by 2p.m. one business day before it runs.

Size	On Campus	Off Campus
Full Page	\$600	\$720
Half Page	\$315	\$375
Quarter Page V	\$165	\$195
Eighth Page	\$90	\$105
Sixteenth Page	\$55	\$65
Front Page	\$200	\$225

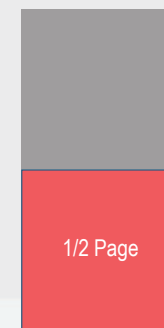
Price includes full color.

- On campus rate includes student organizations and campus departments.
- Off campus rate includes local and non local.

\*Free ad design with every ad purchase



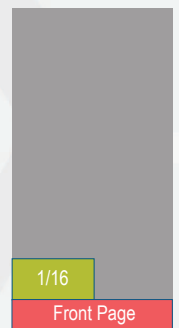
**FULL PAGE**  
10.25"W x 20.5"H



**HALF PAGE**  
10.25"W x 10.25"H



**QUARTER PAGE**  
V: 5.042"W x 10.25"H  
H: 10.25"W x 5.042"H  
**EIGHTH PAGE**  
5.042"W x 5.125"H



**SIXTEENTH PAGE**  
5.042"W x 2.625"H  
**FRONT PAGE**  
10.25"W x 2"H

# Pre-Printed Inserts

The Indiana Statesman offers its advertisers the opportunity to place pre-printed inserts within its issues. To be accepted, a copy of each insert should be submitted to the Student Ad Manager for approval two weeks prior to the scheduled run date. The inserts must be printed by the customer. We offer free design on these, or you can design your own.

*\*Please ship to:*

Tribune-Star Publishing  
4675 E Margaret Ave.  
Terre Haute, IN 47803

*\*Open rate:*

\$320/4,000 per issue. Full circulation of 4,000 is required at all times.

**Email:** ISU-statesmanads@indstate.edu

**Accepted Formats:** PDF, TIFF, JPG, EPS

**Color:** CMYK

**Resolution:** 300 dpi

Please refer to page 4 when preparing your document to ensure you create your ad with the right dimensions.

# Classifieds

Your Classified ad can run on Tuesday and Thursday in the print issues and on indianastatesman.com for one low price. Rates include the first 20 words. 15 cents per extra word.

\$5 Standard Rate

Free for ISU Students (not advertising for a club, organization, etc.)

*\*All classifieds must be pre-paid.*



# Special Rate Pricing

**Prepay:** Save 5% by paying for the ad prior to the run date. If payment is not received on time, it will be billed back for the 5%.

**Frequency:** Run 10 or more ads throughout the semester and receive a 20% discount. A signed contract is required. Run ads 3 ads within one month and receive 15% off each ad. Amounts will be back-billed if contract is not fulfilled.

**Placement:** Back page placement is available for full color ads for a 20% placement fee. We offer additional placements for a 15% placement fee.

**Multi-Platform Packages:** Ask about our multi-platform package that includes advertising in the print edition of the Indiana Statesman, the Statesman Online, as well as Statesman social media.

# Online Rates & Sizes

# Multimedia Ad Packages

Size	1 Month	3 Months	6 Months	12 Months
Top Placement Banner 728 x 90 px	\$125	\$275	\$500	\$600
Rectangle Banner 300 x 250 px	\$125	\$225	\$400	\$700
Horizontal Banner 468 x 60 px	\$75	\$200	\$350	\$600

## Newsletter Ad 580 x 200 px

New option available this year. Each Tuesday and Thursday, the Indiana Statesman sends headlines for the paper's issue to email newsletter subscribers. This cost is \$25/ad per newsletter.

*\* Free ad design with every ad purchase*

*Ask us about sponsored advertisements!*

## Design Services

### Graphic Design Services

The Indiana State now offers graphic design services. Our award-winning design department can design your flyers, brochures, etc.

The cost is \$25 per hour.

### Single Day Special: \$150/month\*

1 post each on Facebook and Twitter weekly.  
Total of 2 posts per week with potential for Facebook shares, Retweets, etc.  
Client determines message that is posted\*\*  
2 full-color, 1/16-page print ads in the issues of your choice during the month  
A \$210 value!

### Tuesday/Thursday Special: \$350/month\*

1 post each on Facebook and Twitter on Tuesday and Thursday  
Total of 4 posts per week with potential for Facebook shares, Retweets, etc.  
Client determines message that is posted\*\*  
2 full-color 1/8-page print ads in the issues of your choice during the month  
1 horizontal banner ad that runs on the Statesman website for the entire month  
A \$415 value!

### Weekly Special: \$650/month\*

1 post each on Facebook and Twitter Monday through Friday  
Total of 10 posts per week with potential for Facebook shares, Retweets, etc.  
Client determines message that is posted\*\*  
2 full-color quarter-page print ads in the issues of your choice during the month  
Top banner ad  
An \$815 value!

\*Month equals a four-week period.

\*\*Message must meet Indiana Statesman advertising policy requirements. Will include (AD) or (Sponsored) on social media.

# Advertising Policies

All first time advertisers must pre-pay (payment received before a scheduled ad runs) which earns a 5% discount. Any pre-payment not fulfilled will be billed at the rate.

The Indiana Statesman reserves the right to reject advertising that it considers objectionable. Commercial advertising that discriminates on the basis of race, creed, color, handicap, age, gender, or sexual orientation will not be accepted.

The Indiana Statesman reserves the right to deny or revoke credit to any business with poor credit history, poor payment history, lack of references, insufficient length of operation at present location of a transitory nature.

If any invoice becomes 90 days past due, the Indiana Statesman reserves the right to revoke credit for one academic year. The advertiser or its agency agrees to assume liability for all content of all ads printed and all claims made against the Indiana Statesman on said content.

Advertisements for products, services, or promotions that are illegal in Indiana will be rejected.

The Indiana Statesman reserves the right to discontinue running an ad and/or any future scheduled ads if the customer's current invoice is 90 days past due until the payment(s) are brought up to date.

Make-goods or credit adjustments will be made when errors occur in advertising that are the responsibility of the Indiana Statesman.

It is the responsibility of the advertiser to notify the Indiana Statesman of significant errors. The Indiana Statesman will be responsible for the first run error up to a negotiable 25 percent of the ad cost. Allowance will be made only for errors that will materially affect an ad's value. All errors after the first run are considered to be a failure of client to notify the Indiana Statesman; no compensation will be considered.

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