



Indiana Statesman

Rate Card 2021-2022





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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Submission Guidelines

Email:

ISU-statesmanads@indstate.edu

Color:

CMYK

Accepted Formats:

PDF, TIFF, JPG, EPS

Resolution:

300 dpi

Please refer to Page 5 when preparing your document to ensure you create your ad with the right dimensions.





Why advertise in the Statesman?

The Statesman provides ISU's students, 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.

10,000 STUDENTS

2,000 FACULTY AND STAFF

\$475M ECONOMIC IMPACT*

4,000 PAPERS DISTRIBUTED

70+ ON-CAMPUS
DELIVERY LOCATIONS

30+ OFF-CAMPUS
DELIVERY LOCATIONS

*Economic impact of ISU on the state of Indiana.
https://www.in.gov/che/files/ISU_Budget-Presentation.pdf



Publication Calendar 2021-2022

| AUGUST 2021 | | | | | | |
|-------------|----|----|----|----|----|----|
| S | M | T | W | T | 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 | 31 | | | | |

| SEPTEMBER 2021 | | | | | | |
|----------------|----|----|----|----|----|----|
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| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |

| OCTOBER 2021 | | | | | | |
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| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

| NOVEMBER 2021 | | | | | | |
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| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | | | | |

| DECEMBER 2021 | | | | | | |
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| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
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| JANUARY 2022 | | | | | | |
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| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

| FEBRUARY 2022 | | | | | | |
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| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | | | | | |

| MARCH 2022 | | | | | | |
|------------|----|----|----|----|----|----|
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| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

| APRIL 2022 | | | | | | |
|------------|----|----|----|----|----|----|
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| MAY 2022 | | | | | | |
|----------|----|----|----|----|----|----|
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| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
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| JUNE 2022 | | | | | | |
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| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
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| JULY 2022 | | | | | | |
|-----------|----|----|----|----|----|----|
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| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

 Regular Issue  Special Issue

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

Special Issues:

Aug. 12 - Move-In Guide
 Aug. 19 - Welcome Week
 Oct. 21 - Homecoming

Jan. 13 - Welcome Back for spring semester
 June 1 - ISU 101

Print Rates & Sizes

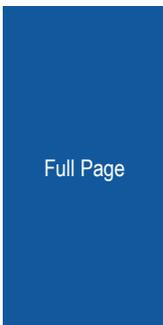
| Size | On Campus | Off Campus |
|------------------|-----------|------------|
| Full Page | \$600 | \$720 |
| Half Page | \$315 | \$375 |
| Quarter Page V/H | \$165 | \$195 |
| Eighth Page | \$90 | \$105 |
| Sixteenth Page | \$55 | \$65 |
| Front Page | \$200 | \$225 |

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.

- The Statesman designers can work with pre-designed ads, edit an existing ad, or create a new ad.



Full Page

FULL PAGE

10.25"W x 20.5"H



1/2 Page

HALF PAGE

10.25"W x 10.25"H



1/8 Page

1/4 Page V

1/4 Page 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



1/16

Front Page

SIXTEENTH PAGE

5.042"W x 2.625"H

FRONT PAGE

10.25"W x 2"H





Online Rates & Sizes

Online advertising with the Indiana Statesman is a great way to connect with current and prospective students, alumni, faculty, staff and online readers. See available spots below.

| 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 |

The screenshot shows the Indiana Statesman website layout. At the top right is the 'STUDENT MEDIA' logo. Below it is a navigation bar with links: Home, News, Sports, Life and Culture, Opinion, Special Sections, Advertising, Contact Us, Calendar, Student Media. The main content area has a large orange placeholder with a 'T' at the top. Below this is a news article titled 'ISU police department purchases new versatile vehicle' with a photo of a police truck. To the right of the truck is another orange placeholder with an 'R'. Below the truck article is a 'NEWS' section with two articles: 'Rec Center offers students more than just workouts' and 'Cunningham Memorial Library a handy resource for students'. Below these is a 'Sports' section with an article 'ISU honors students at Sycamore Spring Sports Banquet'. On the right side of the page, there is a 'Follow Us On Twitter' section with a 'Statesman Promotions' widget showing tweets from @statesmanpromo.





Newsletter Advertising

Each Tuesday and Thursday, the Indiana Statesman sends headlines for the newspaper paper's issue to email newsletter subscribers. Currently, we have 700 subscribers. This cost is \$50/ad per newsletter. The ad size is 580 x 200 px.

Rates may vary for special newsletters, i.e., ISU 101.

You can receive the newsletter in your inbox by scanning the QR code and registering.



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.*



Graphic Design Services

The Indiana State now offers graphic design services. Our award-winning design department can design your flyers, brochures, logos and other promotional material.

The cost is \$25 per hour.





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%.

Placement:

Back-page placement is available for a 20% placement fee. We offer additional placements for a 15% placement fee.

Frequency:

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

Multi-Platform Packages:

Ask about our multi-platform package that includes advertising in the print edition of the Indiana Statesman, the Statesman Online, and Statesman social media.



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 or you can design your own.

Please ship to:

Tribune-Star Publishing
c/o Indiana Statesman
4675 E. Margaret Ave.
Terre Haute, IN 47803

Open rate:

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





Campus Posters



Advertise your business, department or event on large eye-catching posters displayed on Indiana Statesman newspaper stands. 30 locations on campus in busy, high traffic areas. Advertise for 7, 14, 21 days or an entire month. We print, pick up, install and even design your poster, if desired.

Pricing Examples for 5 stands:

30 days

\$3.34 per day/per poster x 30 days x 5 stands = \$501.00

21 days

\$3.96 per day/per poster x 30 days x 5 stands = \$415.80

14 days

\$4.76 per day/per poster x 30 days x 5 stands = \$333.20

7 days

\$7.13 per day/per poster x 30 days x 5 stands = \$249.55

- Included in the price: design, printing, pick-up and installation.
- Location choices are on a first-come, first-served basis.
- Orders must be placed 7 days in advance. 10 days if we design.
- A minimum of 5 stands is required.
- You can have up to 3 different images for an added cost of \$25 per image after the first image.



Payment Methods

- Invoice.
- Personal check. Make payable to Indiana State University.
- Credit card. Conveniently pay by phone with your Visa, Discover or MasterCard.
- We offer a 5% discount for pre-paying.



Multimedia Advertising Packages

Single Day Special: \$150/month*

1 post each on Facebook, Twitter, and Instagram 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, Twitter, and Instagram 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, Twitter, and Instagram 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.





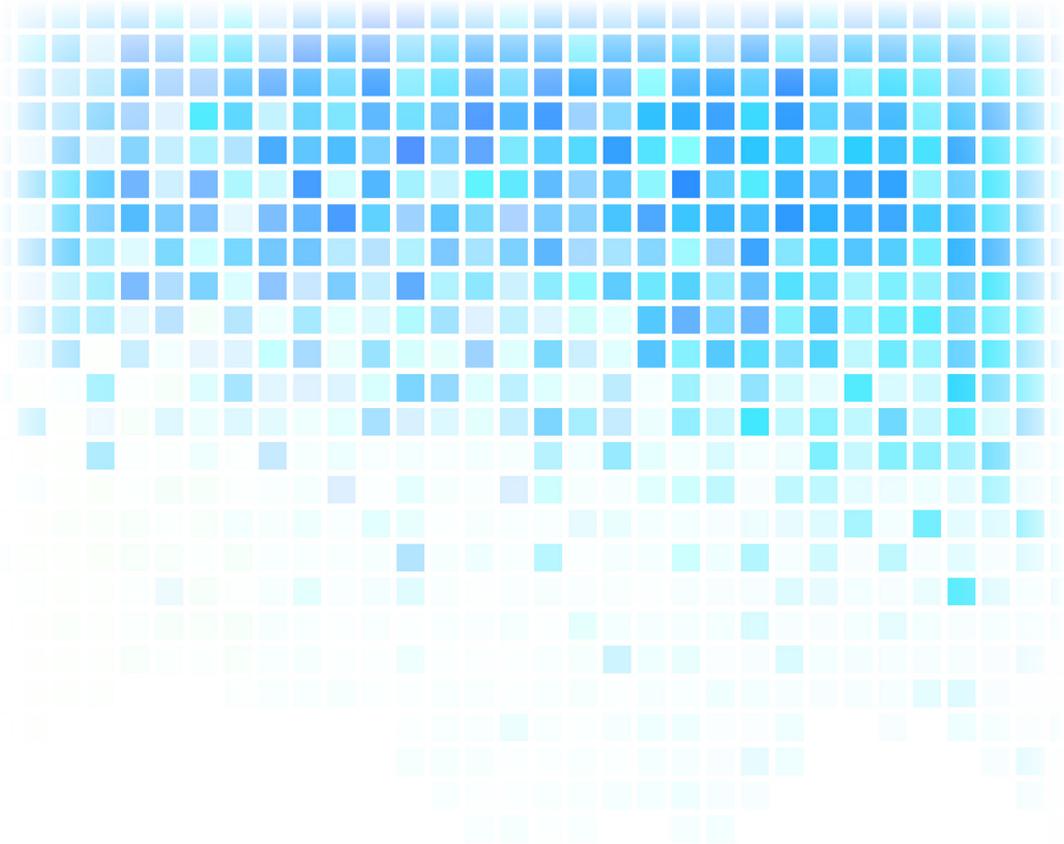
Credit Policies

- The Indiana Statesman and indianastatesman.com extend credit as their option.
- A NEW advertiser must pay in advance for the first ad insertion, which earns a 5% discount. After the first ad, the advertiser can continue to earn a 5% discount by prepaying for ads or can be invoiced without the discount.
- Pre-payment is defined as: payment received before a scheduled ad runs. Any pre- payment not fulfilled by the advertiser will be billed the regular rate.
- Accounts 90 or more days past due must pay the past due amount and pre-pay for the next ad. If past due amounts are not paid the Indiana Statesman reserves the right to revoke credit and/or place advertiser in collections.
- This writing contains the entire agreement of the parties. No agreements, conditions or representations, verbal or otherwise, have been made to either party that are not contained in this agreement.



Acceptance Policies

- The Student Ad Manager makes the final decisions concerning acceptability of all advertising.
- 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.
- 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 errors. Allowances will be made only for errors that will materially affect an ad's value. The Indiana Statesman will only be responsible for the incorrect insertion of an ad if we are not notified of the error.
- We will not knowingly accept advertising determined to be illegal. Advertisements for products, services or promotions that are illegal in Indiana will be rejected.



**The student newspaper
of Indiana State University**

