



2024-2025 Rate Card

# INDIANA STATESMAN



# 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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Advertising Manager  
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### **Landon Kleindorfer**

Digital Newsroom Manager  
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## Submission

### **Email:**

[isu-statesmanads@indstate.edu](mailto:isu-statesmanads@indstate.edu)

### **Accepted Formats:**

PDF, TIFF, JPG, EPS

### **Color:**

CMYK

### **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 Indiana State University 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.



**8,000**

**STUDENTS**



**1,500**

**FACULTY AND STAFF**



**\$475M**

**ECONOMIC IMPACT\***



**3,000**

**PAPERS DISTRIBUTED WEEKLY**



**70+**

**ON-CAMPUS  
DELIVERY LOCATIONS**



**30+**

**OFF-CAMPUS  
DELIVERY LOCATIONS**

\*Economic impact of Indiana State on the state of Indiana.  
[https://www.in.gov/che/files/ISU\\_Budget-Presentation.pdf](https://www.in.gov/che/files/ISU_Budget-Presentation.pdf)

# Statesman Publications

## Calendar 2024-2025

AUGUST 2024						
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 2024						
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					

OCTOBER 2024						
S	M	T	W	T	F	S
				1	2	3
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 2024						
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

DECEMBER 2024						
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				

JANUARY 2025						
S	M	T	W	T	F	S
				1	2	3
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 2025						
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	

MARCH 2025						
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					

APRIL 2025						
S	M	T	W	T	F	S
				1	2	3
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 2025						
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

JUNE 2025						
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					

 Regular Issue

 Special Issue

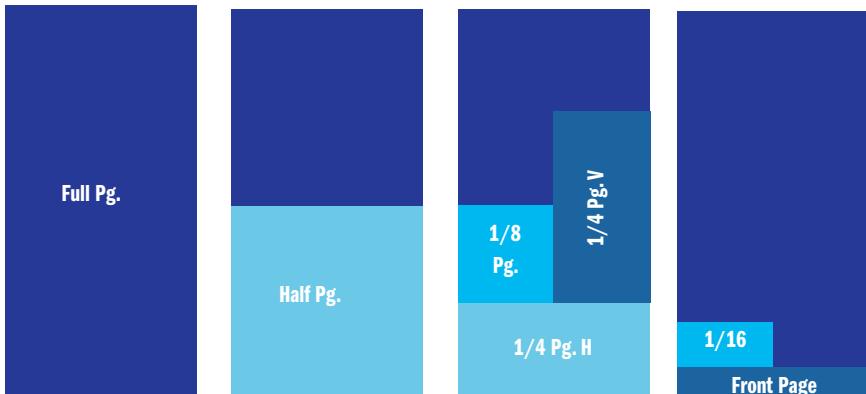
\*Advertisements are due by 2 p.m. one business day before it runs.

### Special Issues:

Aug. 15 - Move-In Guide  
 Aug. 22 - Welcome Week  
 Oct. 24 - Homecoming

Jan. 16 - Welcome Back for spring Semester  
 June 2 - ISU 101

# Print Sizes & Rates



**Full Page**  
10.25" W x 20.5" H

**Half Page**  
10.25" W x 10.5" H

**Quarter Page**  
V: 5.04" 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

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

## Price includes full color

- On campus rates include student organizations and campus departments.
- Off campus rate include 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.

# 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
<b>Top Placement Banner 728 x 90 px</b>	\$125	\$275	\$500	\$600
<b>Rectangle Banner 300 x 250 px</b>	\$125	\$225	\$400	\$700
<b>Horizontal Banner 468 x 60 px</b>	\$75	\$200	\$350	\$600



# Newsletter Advertising

Each 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 Thursday in the print issue and on [indianastatesman.com](http://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%.

## **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.

## **Placement:**

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

# 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.

# 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.

# 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.

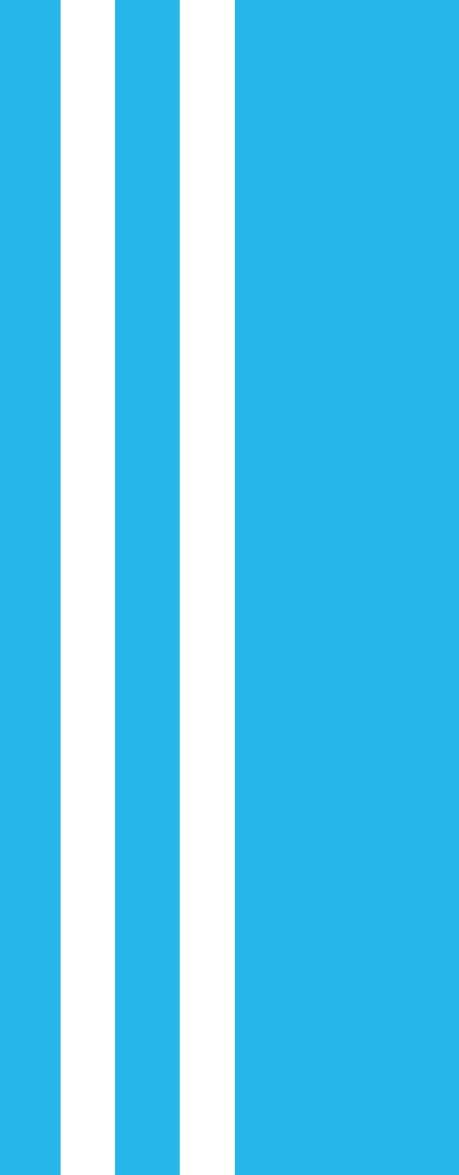
# Credit Policies

- The Indiana Statesman and [indianastatesman.com](http://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

