

Inside Illinois

Inside Illinois will be published 16 times during the fall 2009 and spring 2010 semesters, usually on the first and third Thursday of each month. Ad space should be reserved 10 days in advance and electronic ads are due by 4 p.m. one week prior to the publication date.

Publication Dates & Deadlines

ISSUE DATE	RESERVE BY	AD DUE
FALL 2009		
Sept. 3	Aug. 24	Aug. 27
Sept. 17	Sept. 7	Sept. 10
Oct. 1	Sept. 21	Sept. 24
Oct. 15	Oct. 5	Oct. 8
Nov. 5	Oct. 26	Oct. 29
Nov. 19	Nov. 9	Nov. 12
Dec. 3	Nov. 23	Nov. 25
Dec. 17	Dec. 7	Dec. 10
SPRING 2010		
Jan. 21	Jan. 11	Jan. 14
Feb. 4	Jan. 25	Jan. 28
Feb. 18	Feb. 8	Feb. 11
March 4	Feb. 22	Feb. 25
March 18	March 8	March 11
April 1	March 22	March 25
April 15*	April 5	April 8
May 6	April 26	April 29

*ADMINISTRATIVE PROFESSIONAL RECOGNITION ISSUE (APRIL 15)

If you need us to design your ad:
 Contract & ad copy due: March 24

If you provide the finished ad:
 Contract due: April 5
 Ad due: April 8

2009-2010 advertising rates for UI-affiliated organizations

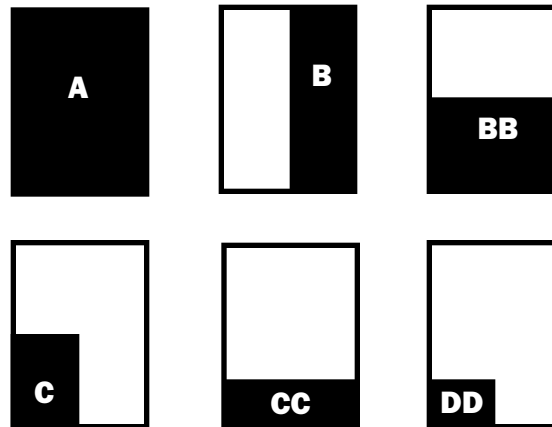
Ad Sizes

Ads must conform to these sizes.

AD SIZE	PICAS (width x height)	INCHES (width x height)
A Full	61 x 96	10 1/8 x 16
B Half (Vertical)	30 x 96	5 x 16
BB Half (Horizontal)	61 x 47p6	10 1/8 x 7 7/8
C Quarter (Vertical)	30 x 47p6	5 x 7 7/8
CC Quarter (Horizontal)	61 x 23p3	10 1/8 x 3 7/8
DD 1/8th (Horiz. only)	30 x 23p3	5 x 3 7/8

AD GUIDELINES

All advertisements must be provided electronically in TIFF or PDF format and match the dimensions above. Ads are due by 4 p.m. one week prior to publication. Minimum line screen is 85 lpi. Make sure all elements are grayscale for black and white ads and CMYK (not RGB) for process color ads. Ads may be e-mailed to the editor, dkdahl@illinois.edu.



Ad Rates

These rates are for units or organizations affiliated with the University of Illinois at Urbana-Champaign. If a person affiliated with the UI places an ad to promote an independent business venture or event, the rate for external clients would be used. All rates are net and not commissionable.

SIZE	RATE PER INSERTION			
	1X	2-5X	6X	16X
Full	\$520	\$468	\$442	\$416
Half	\$290	\$261	\$247	\$232
Quarter	\$175	\$158	\$149	\$140
1/8th	\$95	\$86	\$81	\$76

SPOT COLOR \$100

PROCESS COLOR \$300

4-page supplement: \$1,500 (camera ready)
 Supplements must have four pages. Page size is 11 3/8 inches x 17 1/2 inches with image area not to exceed 10 1/2 inches x 16 1/2 inches.

8 1/2" X 11" pre-printed inserts*: \$500
 *Advertiser must provide 13,000 inserts to printer 10 days in advance. Ask for rates for other sizes.

MULTIPLE INSERTION DISCOUNT

As indicated by the chart above, a 20 percent discount is offered to those reserving ad space in all 16 issues during the fall and spring semesters. A 15 percent discount is offered for six or more ads and a 10 percent discount is offered when two to five ads are placed. Discounts on subsequent requests will be based on the number of ads placed in that new request and not in combination with any prior requests unless the advertiser wishes to add on to an existing contract with no missed issues.

If requested ads are not run within the academic year (8/16-8/15), then the advertiser will be billed to correct for any unmerited discounts.

Inside Illinois

Inside Illinois provides a unique opportunity to reach thousands of faculty and staff members and retirees at the University of Illinois at Urbana-Champaign. Distributed twice monthly throughout the year (except January), *Inside Illinois* is an important resource for UI employees. *Inside Illinois* will be published 16 times this academic year with seven scheduled for next summer. The circulation is 13,000.

WHO ARE OUR READERS? *

- UI employees on the Urbana-Champaign campus include three employee groups:
 - 4,749 academic professionals
 - 4,918 civil service workers
 - 3,315 faculty members (including postdoctoral research associates)
- The total number of employees on campus is almost equally divided between men (50.2 percent) and women (49.8 percent).
- 87 percent are between 31 and 64.
- 76 percent live in Champaign County.
- 64 percent live in Champaign-Urbana and nearby Mahomet and Savoy.

* June 2009/UI Division of Management Information

WHAT DO READERS THINK?

According to an April 2009 reader survey:

- 85 percent consider *Inside Illinois* very important or important in learning what is happening on campus.
- 66 percent said they read all or most of each issue and an additional 35 percent read some of it.
- 30 percent bring each issue home so a spouse or someone else can read it.
- More than half the readers responding indicated they will frequent an advertiser because of their support of *Inside Illinois*.

FOR MORE INFORMATION

Doris Dahl, *Inside Illinois*
507 E. Green St., Champaign MC-314
Phone: 217-333-2895 / E-mail: dkdahl@illinois.edu

Advertising Policies

CONTRACTS, PAYMENT

Advertisers should submit a completed contract 10 days prior to the issue desired to reserve space. University departments, units, programs and organizations must provide a department C-FOAP number for billing purposes.

ADVERTISING PLACEMENT

Space is limited and advertising is accepted on a first-come, first-served basis. Ads do not run on pages 1, 2 or 3. To guarantee placement on the back page, a 25 percent additional fee will be charged. Ads with spot or process color will appear on the center spread or back page unless otherwise indicated. Ads appear in the printed version of *Inside Illinois* only, not online. Ad placement is at the discretion of the editor.

CONTENT GUIDELINES

Inside Illinois reserves the right to revise, reject or cancel, in whole or in part, any advertising for any reason, including advertisements that advocate illegal actions, promote activities that are detrimental or damaging to the UI or its mission, or may be interpreted as defamatory, an invasion of privacy, fraudulent, obscene or a violation of the law or university policies and rules. *Inside Illinois* will not accept advertising for political candidates or issues, tobacco or alcohol products, or gambling.

ADVERTISER RESPONSIBILITY

The advertiser is solely responsible for the accuracy of the content of advertisements submitted. If ads are not clearly recognizable as advertisements, the editor will label them as such.

DESIGN SERVICES

Free basic design services are available for ads placed in *Inside Illinois* if text and graphics are provided three weeks prior to the issue date. Extensive design or changes to proofs may be assessed extra charges at \$25 per hour, with a minimum charge of one hour.

CANCELLATION POLICY

To cancel an advertisement or supplement, contact us at least 7 days prior to the publication date.

Inside Illinois

An effective and affordable way to get your advertising message to the campus community



The faculty/staff newspaper of the University of Illinois at Urbana-Champaign

2009-10
Advertising Guidelines for
CAMPUS ADVERTISERS



news.illinois.edu/ii/