### ABOUT INSIDE ILLINOIS
As the faculty/staff newspaper of the University of Illinois at Urbana-Champaign, Inside Illinois provides a unique opportunity to reach thousands of faculty and staff members and retirees. Distributed 23 times throughout the year (usually on the first and third Thursday), Inside Illinois is an important resource for UI employees. Inside Illinois will be published 16 times during the fall 2012 and spring 2013 semesters, with seven issues scheduled for summer 2013. The circulation is 12,400.

### MULTIPLE AD DISCOUNTS
As the chart at the right indicates, we offer substantial discounts for clients reserving more than one ad. A 25 percent discount is offered to those reserving ad space in all 23 issues during the academic year. If you run an ad monthly (or the equivalent of 12 times during the academic year), you receive a 20 percent discount. And a 15 percent discount is offered when two to 11 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.

We have a full schedule in the summer although papers are usually smaller and full-page ads are not available. For your convenience, we have combined our fall/spring and summer rates.

Our pre-printed insert rate is lower than other area newspapers and offers a very targeted market. Your ad also won’t get lost in the clutter.

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.

### ADMINISTRATIVE PROFESSIONALS RECOGNITION ADS
#### APRIL 18, 2013
Quarter-page ad (horizontal or vertical): $140

**If you need us to design your ad:**
Contract & ad copy due: March 22, 2013

**If you provide the finished ad:**
Contract due: April 8, 2013
Ad due: April 11, 2013

### CAMPUS ADVERTISING RATES: ACADEMIC YEAR 2012-13
#### FALL 2012, SPRING 2013 AND SUMMER 2013
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. The discounts (15% off, etc.) have already been calculated.

#### RATE PER INSERTION

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>2-8X</th>
<th>9X</th>
<th>16X</th>
</tr>
</thead>
<tbody>
<tr>
<td>15% off</td>
<td>20% off</td>
<td>25% off</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full*</td>
<td>$572</td>
<td>$486</td>
<td>$458</td>
<td>$429</td>
</tr>
</tbody>
</table>
| +Full-page ads are not available in the summer so frequency discounts are different than for other ad sizes.

#### RATE PER INSERTION

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>2-11X</th>
<th>12-22X</th>
<th>23X</th>
</tr>
</thead>
<tbody>
<tr>
<td>15% off</td>
<td>20% off</td>
<td>25% off</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half</td>
<td>$319</td>
<td>$271</td>
<td>$255</td>
<td>$239</td>
</tr>
<tr>
<td>Quarter</td>
<td>$193</td>
<td>$164</td>
<td>$154</td>
<td>$144</td>
</tr>
<tr>
<td>1/8th</td>
<td>$105</td>
<td>$89</td>
<td>$84</td>
<td>$78</td>
</tr>
</tbody>
</table>

#### COLOR

- **SPOT COLOR**: ANY COLOR + BLACK
  - $100 additional fee per ad (any size)
- **PROCESS COLOR (FULL COLOR)**
  - $325 additional fee per ad (any size)

#### PRE-PRINTED INSERTS
Rates are for 8 1/2 X 11-inch preprinted inserts (one- or two-sided). Advertiser must provide 13,000 inserts to printer 10 days in advance. Ask for rates for other sizes. No exclusivity.

<table>
<thead>
<tr>
<th>Per insert</th>
<th>1 to 5X</th>
<th>6X or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>$450</td>
<td></td>
<td>$400</td>
</tr>
</tbody>
</table>

### FOR MORE INFORMATION
Doris Dahl, Inside Illinois
507 E. Green St., Room 345, Champaign MC-428
Phone: 217-333-2895 • Fax: 217-244-7124
E-mail: dkdahl@illinois.edu
http://go.illinois.edu/iiads

### SCHEDULE & DEADLINES

#### ISSUE DATE | RESERVE BY | AD DUE
---|---|---
**FALL 2012**
Sept. 6 | Aug. 27 | Aug. 30
Sept. 20 | Sept. 10 | Sept. 13
Oct. 4 | Sept. 24 | Sept. 27
Oct. 18 | Oct. 8 | Oct. 11
Nov. 1 | Oct. 22 | Oct. 25
Nov. 15 | Nov. 5 | Nov. 8
Nov. 29* | Nov. 19** | Nov. 20**
Dec. 13* | Dec. 3 | Dec. 6

#### ISSUE DATE | RESERVE BY | AD DUE
---|---|---
**SPRING 2013**
Jan. 17 | Jan. 7 | Jan. 10
Feb. 7 | Jan. 28 | Jan. 31
Feb. 21 | Feb. 11 | Feb. 14
March 7 | Feb. 25 | Feb. 28
March 21 | March 11 | March 14
April 4 | March 25 | March 28
April 18* | April 8 | April 11
May 2 | April 22 | April 25

#### ISSUE DATE | RESERVE BY | AD DUE
---|---|---
**SUMMER 2013**
May 16 | May 6 | May 9
June 6 | May 28** | May 30
June 20 | June 10 | June 13
Fri. July 5** | June 24 | June 27
July 18 | July 8 | July 11
Aug. 1 | July 22 | July 25
Aug. 15 | Aug. 5 | Aug. 8

* The final two fall 2012 issues do not fall on the usual "first and third Thursday." There will be three November issues and one in December.
** Deadlines moved because of campus holiday.
* Administrative Professionals recognition issue.
** Issue date moved to Friday, because of Fourth of July.
WHO READS INSIDE ILLINOIS?*

- UI employees on the Urbana-Champaign campus include three employee groups:
  - 4,321 academic professionals
  - 4,524 civil service workers
  - 3,147 faculty members (including postdoctoral research associates)
- The total number of employees on campus is fairly even between men (51.2 percent) and women (48.8 percent).
- 86.8 percent are between 31 and 64.
- 76.7 percent live in Champaign County.
- 64.9 percent live in Champaign-Urbana and nearby Mahomet and Savoy.

WHAT DO OUR READERS THINK?

According to an April 2010 reader survey:
- 88 percent of survey respondents said they receive Inside Illinois regularly.
- 72 percent consider Inside Illinois “very important” or “important” in learning what is happening on campus.
- Most “strongly agree” or “agree” that the information is up-to-date (75 percent), overall content is interesting (75 percent) and the layout is easy to read (81 percent).

AD SIZES & FORMAT

Ads are offered in the following sizes: one-eighth page, quarter-page (horizontal or vertical), half-page (horizontal and vertical) and full page.

All ads must be provided electronically (PDF format preferred) and match the dimensions indicated in the chart below. 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.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>PICAS (width x height)</th>
<th>INCHES (width x height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Full</td>
<td>61 x 96</td>
</tr>
<tr>
<td>B</td>
<td>Half (Vertical)</td>
<td>30 x 96</td>
</tr>
<tr>
<td>BB</td>
<td>Half (Horizontal)</td>
<td>61 x 47p6</td>
</tr>
<tr>
<td>C</td>
<td>Quarter (Vertical)</td>
<td>30 x 47p6</td>
</tr>
<tr>
<td>CC</td>
<td>Quarter (Horizontal)</td>
<td>61 x 23p3</td>
</tr>
<tr>
<td>DD</td>
<td>1/8th (Horiz. only)</td>
<td>30 x 23p3</td>
</tr>
</tbody>
</table>

ADVERTISING POLICIES

CONTRACTS, PAYMENT

A signed contract is required for all advertisers. (A digital signature is acceptable.) Submit a completed contract 10 days prior to the issue desired to ensure space. Contracts may be accepted up until one week prior to the issue date if space is available. 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, contact us at least 7 days prior to the publication date.