OFF-CAMPUS AD RATES: ACADEMIC YEAR 2012-13
FALL 2012, SPRING 2013 AND SUMMER 2013
These rates are for units or organizations not 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, these rates would be used. All rates are net and not commissionable. The discounts (15% off, etc.) have already been calculated.

Off-campus advertisers must submit a signed contract and a valid FEIN number to reserve space.
Not-for-profit organizations receive a 25 percent discount with proof of tax-exempt status.

### RATE PER INSERTION

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>2-8X</th>
<th>Monthly 9X</th>
<th>All Issues 16X</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15% off</td>
<td>20% off</td>
<td>25% off</td>
<td>15% off</td>
</tr>
<tr>
<td>Full*</td>
<td>$1,012</td>
<td>$860</td>
<td>$810</td>
<td>$759</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>Monthly 12-22X</th>
<th>All Issues 23X</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15% off</td>
<td>20% off</td>
<td>25% off</td>
<td>15% off</td>
</tr>
<tr>
<td>Half</td>
<td>$572</td>
<td>$486</td>
<td>$458</td>
<td>$429</td>
</tr>
<tr>
<td>Quarter</td>
<td>$347</td>
<td>$295</td>
<td>$277</td>
<td>$260</td>
</tr>
<tr>
<td>1/8th</td>
<td>$193</td>
<td>$164</td>
<td>$154</td>
<td>$144</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></td>
<td>$450</td>
<td>$400</td>
</tr>
</tbody>
</table>

For more information, contact Doris Dahl, Inside Illinois.

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http://go.illinois.edu/iiads
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.

- June 2012/UI Division of Management Information

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 date to ensure space. Contracts may be accepted up until one week prior to the issue date if space is available. Off-campus advertisers must provide an FEIN number or Social Security number. The university reserves the right to set credit limits, require prepayment or hold advertising for nonpayment.

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 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.