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), the tabloid-size newspaper is an important resource for U. of I. employees. Inside Illinois will be published 16 times during the fall 2013 and spring 2014 semesters, with seven issues scheduled for summer 2014. The circulation is 12,400.

WHO READS INSIDE ILLINOIS?*

■ U. of I. employees on the Urbana campus include three employee groups:
  • 4,433 academic professionals
  • 4,575 civil service workers
  • 3,221 faculty members (including postdoctoral research associates)

■ The total number of employees on campus is fairly even between men (51.1 percent) and women (48.9 percent).

■ 86 percent are between 31 and 64.

■ 76.3 percent live in Champaign County.

■ 64.6 percent live in Champaign-Urbana and nearby Mahomet and Savoy.

* June 2013/U. of I. Division of Management Information

READERS SAY …

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 and 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 61 x 96</td>
<td>10 1/8 x 16</td>
</tr>
<tr>
<td>B</td>
<td>Half (Vertical) 30 x 96</td>
<td>5 x 16</td>
</tr>
<tr>
<td>BB</td>
<td>Half (Horizontal) 61 x 47p6</td>
<td>10 1/8 x 7 1/8</td>
</tr>
<tr>
<td>C</td>
<td>Quarter (Vertical) 30 x 47p6</td>
<td>5 x 7 1/8</td>
</tr>
<tr>
<td>CC</td>
<td>Quarter (Horizontal) 61 x 23p3</td>
<td>10 1/8 x 3 1/8</td>
</tr>
<tr>
<td>DD</td>
<td>1/8th (Horiz. only) 30 x 23p3</td>
<td>5 x 3 1/8</td>
</tr>
</tbody>
</table>

FOR MORE INFORMATION Doris Dahl • Phone: 217-333-2895 • E-mail: dkdahl@illinois.edu • http://go.illinois.edu/iiads
**ADVERTISING POLICIES**

**CONTRACTS, PAYMENT**
A signed contract is required for all advertisers. (A digital signature is acceptable.) Contracts will 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 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 U. of I. 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.

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**FALL 2013, SPRING 2014 AND SUMMER 2014**

These rates are for units or organizations not affiliated with the University of Illinois at Urbana-Champaign. If a person affiliated with the U. of I. 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 percent 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.

**CAMPUS ADVERTISING RATES & 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. 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.

Our pre-printed insert rate is lower than other area newspapers and offers a very targeted market.

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.

**FOR MORE INFORMATION**
Doris Dahl, Inside Illinois
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