

## Summer 2009 advertising rates for UI-affiliated organizations

*Inside Illinois* is distributed to more than 12,000 faculty and staff members and retirees at the University of Illinois at Urbana-Champaign.

*Inside Illinois* is an important resource for UI employees. The total circulation of *Inside Illinois* is 13,000.

*Inside Illinois* will be published seven times during summer 2009. Ad space should be reserved 10 days in advance and camera-ready ads (PDF format preferred) are due by 4 p.m. one week prior to the publication date.

## Publication Dates & Deadlines

Issue Date	Reserve by	Ad Due 4 p.m.
<b>SUMMER 2009</b>		
May 21	May 11	May 14
June 4	May 26*	May 28
June 18	June 8	June 11
July 2	June 22	June 25
July 16	July 6	July 9
Aug. 6	July 27	July 30
Aug. 20	Aug. 10	Aug. 13

\* Schedule amended due to campus holiday.

## For more information

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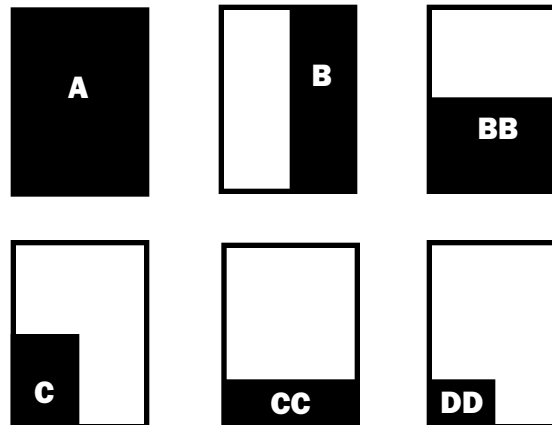
## Ad Sizes

Ads must conform to these sizes.

Ad Size	Picas (width x height)	Inches (Approximate Size) (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

Ads are due by 4 p.m. one week prior to publication. Ads must be submitted electronically (PDF or JPEG format preferred). Minimum line screen is 85 lpi. Make sure all elements are grayscale unless you have reserved spot color or process color (CMYK required). First-time advertisers should submit ads early.



## 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 wishes to place an ad to promote an independent business venture or event, the cost would be calculated using rates for external clients. All rates are net and not commissionable.

## Rates - Summer 2009

Size	Rate per Insertion		
	1-2 X	3-6X	7X
Full	\$450	\$405	\$360
Half	\$250	\$225	\$200
Quarter	\$150	\$135	\$120
1/8th	\$80	\$72	\$64

SPOT COLOR = \$100 additional fee

PROCESS COLOR = \$300 additional fee

4-page supplement: \$1,500  
(camera ready)

8 1/2" X 11" pre-printed inserts\*: \$500

\*Advertiser must provide 13,000 inserts to printer 10 days in advance. Please confirm quantity before ordering. Ask for rates for other sizes.

## Multiple insertion discount

We've lowered our rates. The one time (or two time) rate saves you about 13 percent. If you reserve three to six ads this summer we'll chop an additional 10% off and if you advertise in all seven issues, you'll receive more than 30% off our current fall/spring ad prices.

**Our advertising Policies and Guidelines are on our Web site (below).**