

2016 - 2017

Why should your business advertise in *The Daily Eastern News?*

Simple!

- ~ *The Daily Eastern News* is the only freely distributed newspaper in Charleston.
- ~ The EIU community spends more than \$120 million each year in Coles County.
- ~ Eastern faculty and staff are the highest wage earners in Coles County, and spend \$30 million per year.
- ~ *The Daily Eastern News* gives you the unique opportunity to reach the affluent university community and the city of Charleston, Illinois.
- ~ The *News* is distributed free Monday through Friday during the fall and spring semesters (and is available online year-round) to all buildings on campus and over 40 high-traffic community locations to insure complete coverage of the university-based market.
- ~ *The Daily Eastern News* puts your business in front of more than 16,000 faculty, staff, students, and community members each day! Tap into this potential market increase today!

**And don't forget -
color stands out!**



**Full color and spot color
options available
in CMYK format.**



Jason Howell, The Daily Eastern News

Find Out More!

Please call for more information regarding print and online advertising, contracts, inserts, and more.

(217) 581-2816
denads@eiu.edu

Deadlines

Day to run

	M	T	W	Th	F
Display	1pm Thurs	1pm Fri	4pm Mon	4pm Tues	4pm Wed
Class Display	1pm Thurs	1pm Fri	4pm Mon	4pm Tues	4pm Wed
Class Line	4pm Fri	4pm Mon	4pm Tues	4pm Wed	4pm Thurs

The Daily Eastern News

works for you

Circulation

- The Daily Eastern News is distributed free each morning Monday through Friday to 42 high-traffic locations in Charleston. *The News* distributes 5,500 copies locally during the fall and spring and is available all year round online.

- The number of people who actually read the newspaper daily surpasses the circulation numbers. Many copies are left in classrooms, residence halls, buildings, and establishments, and picked up and read by others.

Student enrollment (Fall 2014)

Males.....3,044

Females.....4,596

Faculty/Staff (Fall 2012)

Faculty/Staff.....1,707

Total Local Market.....9,347



Display Ad

rates and information

Non-Contract Rates

Local open rate.....\$13.00/col.in.
 Net national open rate....\$13.00/col.in.
 Non-profit.....\$8.00/col.in.
 Online rate.....\$75.00/week

Annual Contract Rates

200" Contract Rate.....\$11.00
 300" Contract Rate..... \$10.75
 500" Contract Rate.....\$10.25
 700" Contract Rate.....\$10.00
 1000" Contract Rate.....\$9.75
 1500" Contract Rate.....\$9.50
 2000" Contract Rate.....\$9.00
 3000" Contract Rate.....\$8.50

All advertisements must be paid in full prior to publication date!

Free Standing Inserts

\$80 per thousand (cpm)

Maximum Size: 8.5" x 11"

5-Day Advance Notice

Comissions

All rates are non-comissionable.
 All rates are net to
The Daily Eastern News.

Color Rates

1 color plus black \$85
 2 colors plus black.....\$110
 4 color:.....\$175

Ads must be sent with CMYK separations.

Multi-Run Discounts

Contract for more than 30 publications per semester and receive 25% off published rates!

\$300 per week - 2x4 each day!

Email Address:

denads@eiu.edu

Deadlines

Print space must be reserved 3 business days prior to run date.

Copy must be received by 1 PM one business day prior to run. See above for examples.

\$50 fine for ads placed after deadline.

University Rates

All university groups, departments, and organizations will receive the on-campus rate of \$9.00 per column inch.

Same deadlines apply!

Call 581-2816 for information.

Personnel

Publisher.....Dr. Sally Renaud
 General Manager.....Betsy Jewell
 Editorial Adviser.....Lola Burnahm

Professional Affiliations

Associated Collegiate Press
 Associated Press
 Charleston Chamber of Commerce
 College Media Advisers
 Illinois Collegiate Press Association
 Society for Collegiate Journalists

To reach us

mail.

Student Publications
 1802 Buzzard Building
 Eastern Illinois University
 Charleston, IL 61920

office hours.

8:30 am- 4:30pm
 Monday - Friday

fax.

217-581-2923

phone.

217-581-2816

e-mail.

denads@eiu.edu

The Daily Eastern News Publication Schedule

2015-16 EIU School Year

The Daily Eastern News Print Schedule

2016-2017

July 2016						
Su	M	Tu	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August 2016						
Su	M	Tu	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September 2016						
Su	M	Tu	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October 2016						
Su	M	Tu	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November 2016						
Su	M	Tu	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December 2016						
Su	M	Tu	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

January 2017						
Su	M	Tu	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February 2017						
Su	M	Tu	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

March 2017						
Su	M	Tu	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

April 2017						
Su	M	Tu	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

May 2017						
Su	M	Tu	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June 2017						
Su	M	Tu	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Dates of publication are in yellow.

Dates to Remember

Family Weekend Supplement- Sept. 23, 2016
 Homecoming Supplement - Oct. 20, 2016
 Housing and Dining Supplement - Nov. 8, 2016
 Finals Edition - Dec. 12, 2016

Greek Week - TBA
 Finals Edition - May 1, 2017
 New Student Supplement - May 5, 2017
 Real Estate Supplement - Summer 2017

Design Measurements

Column Width 1 Col - 1 7/8" 2 Col - 4" 3 Col - 6 1/16" 4 Col - 8 3/16" 5 Col - 10 1/4"
 Depth is measured in standard inches.
 2x4 Ad - 4" x 4" 3x4 Ad - 6 1/6" x 4" Quarter Page Ad 5x4 - 10 1/4" x 4" Half Page Ad 5x8 - 10 1/4" x 8"

Policies and Information

General Policies

Advertising copy is subject to the approval of *The Daily Eastern News*.

Verbal agreements, promises, or waivers of any nature not contained in this rate card shall not be binding.

The Daily Eastern News will not be responsible for incorrect copy submitted by the advertiser or copy submitted after deadline.

All ads accepted R.O.P. No positions guaranteed. Position requests will be honored when possible.

Display ads less than two inches deep will not be accepted. Ads more than 13 inches in depth will be charged at the full column depth.

The Daily Eastern News will be responsible for only the first insertion of incorrect copy. Compensation for errors made by the Daily Eastern News cannot exceed the cost of the ad.

Advertisements having the appearance of news copy must have the words "paid advertisement" printed above them. Such ads must be bordered.

All ads must be accompanied by a signed insertion order. No ad will be take over the telephone without a signed authorization form prior to the insertion absolving The Daily Eastern News of all liability for the telephone insertion.

Product Information

- 5 display columns per page; 6 display columns per page.
- Display column width 1 & 7/8 inches (11.5 picas)
- Classified column width 1 & 5/8 inches (9.4 picas)
- Full page 10 & 1/4 inches x 16 inches (80 column inches)
- Printing method : Web-offset
- Copy Required : PDF or JPEG
- 85-line screen preferred
- 1 column width = 1 7/8"; 2 column width = 4"; 3 column width = 6 1/16th; 4 column width = 8 3/16"; 5 column width = 10 1/4".
- All measurements are measured column inches wide by standard inches deep.

Cancellations & Adjustments To Advertising

Ads may be cancelled until deadline for submission. A 50% preparation charge will be applied after that time.

The Daily Eastern News liability will not exceed charge for the space occupied by the error. The Daily Eastern News is not responsible for typographical errors which do not decrease the value of the advertisement. Credit will be applied only for the first insertion of ad and only when the business manager has been notified within three days of publication.

Any advertisement including copy submitted past submission deadline will incur a service charge of \$50

Any ad requiring a change after the advertising deadline will be subject to a composition charge of \$50.

General Information

Contracts are made solely for the purpose of advertising related to the advertiser's place of business. The contract privileges cannot be transferred to any other person, firm, or organization.

In the event the advertiser fails to use the agreed amount of space before the expiration of the contract or ceases to do business before the fulfillment of the contract, the advertiser shall pay The Daily Eastern News for all space purchased under the contract under the rate actually earned. For example, if an advertiser signs a 300 inch contract rate and only uses 200 inches of that contract, the advertiser will be charged the difference between the two rates for the amount of space used. ($\$10.00 - \$9.75 = .25$. $200 \times 25 = \$50.00$)

Contract and local rates will not be extended to an individual, group or organization which is not controlled, operated and/or owned by the individual, group or organization seeking to place the advertising. Contracts may not be transferred.

Prepay Policy

All accounts are required to prepay. We accept cash, check, MasterCard, Visa, and Discover.

Receipts and invoices will be sent upon request.

Political Advertising

All political ads must be paid for in advance and must conform with federal and state election laws.

Adoption Advertising

All adoption ads must be accompanied by a letter from a legally licenced attorney.

Classified Advertising

Line Rates

50 cents per word for the first day the ad runs. 20 cents per word for each consecutive day thereafter. 15 words minimum.

Ads are accepted Monday-Friday, between 8:30 - 4:00 pm in person at 1802 Buzzard Hall or by calling 217-581-2812.

All ads must be paid in advance.

Local Classified Display

\$13.00/col.inch

Net National Classified Display

\$13.00/col.inch

**We accept Mastercard,
Visa, Discover, checks,
and cash**