



ARGONAUT blot

Student Media Advertising SMA

RATE CARD

(208) 885-7825

arg-advertising@uidaho.edu

PRINTED ON RECYCLED PAPER.
PLEASE VISIT UIARGONAUT.COM FOR INTERACTIVE RATE CARD.

SPECIAL EDITIONS

Ask us about football weekend editions

Palousafest: Aug. 19
Back-to-School: Aug. 23
Homecoming: Sept. 30
Dad's Weekend: Dec. 2

Fall Graduation: Dec. 9
Spring Back-to-School: Jan. 13
Valentine's Day: Feb. 14
Jazz Festival: TBA

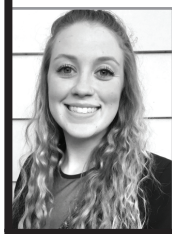
Uldaho Bound: TBA
Mom's Weekend: April 21
Spring Graduation: May 5
Freshman Orientation: July 19

PUBLICATION DATES 2016-2017

| August - '16 | September - '16 | October - '16 | November - '16 |
|--|--|---|---|
| S M T W T 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 | S M T W T 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 | S M T W T F S 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 ₃₀ 24 ₃₁ 25 26 27 28 29 | S M T W T F S 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 - '16 | January - '17 | February - '17 | March - '17 |
| S M T W T 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 | S M T W T 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 | S M T W T 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 | S M T W T F S 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 - '17 | May - '17 | June - '17 | July - '17 |
| S M T W T 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 ₃₀ 24 25 26 27 28 29 | S M T W T 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 | S M T W T 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 | S M T W T F S 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 ₃₀ 24 ₃₁ 25 26 27 28 29 |

- THE ARGONAUT PUBLICATION DATES
- OUTLINE INDICATES SPECIAL EDITIONS AND HOME FOOTBALL GAMES
- SUMMER ARG EDITIONS
- ESTIMATED BLOT PUBLICATION DATES

CONTACT STUDENT MEDIA ADVERTISING TODAY



Hello advertisers,

I am the Student Media Advertising manager, and my job is to show off your business by explaining to the community — on campus and at-large — what you do and why they should support you. Please feel free to contact me at mreiber@uidaho.edu, arg-advertising@uidaho.edu or 208-866-4469.

— McKenzie Reiber

TECHNICAL INFORMATION

uiargonaut.com and our other web platforms accept
.jpg, .png and .gif files

The Argonaut and Blot accept
.jpeg and .pdf files

For all advertising terms and conditions, see our website at
www.uiargonaut.com/advertising

PAYMENT

Pre-payment required prior to ad insertion.

To pre-pay online, please visit <http://marketplace.uidaho.edu/>

Student Media accepts Visa, Mastercard and checks.



KUOI 89.3FM

A student-run and operated radio station on the University of Idaho campus. KUOI has been going since 1945 and broadcasts 24 hours a day, seven days a week, 365 days a year.

Also streams online at KUOI.org

UNDERWRITING POLICIES

Underwriting is a 30-second spot announcement that links your business with KUOI's active consumers. Underwriting credits cannot include statements that direct a "call to action" to the listener, comparative or promotional language that claims value, subjective statements or inducements.

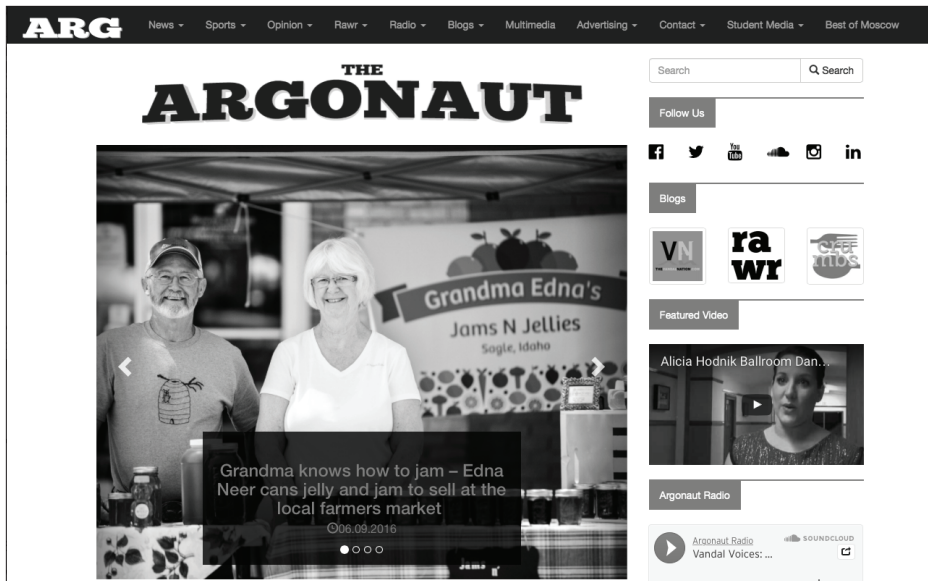
SHOWS

| | |
|----------------------|------|
| Democracy Now! | \$50 |
| KUOI News | \$40 |
| Individual KUOI Show | \$20 |
| 4th and Downtown | \$20 |

*Ask us about
underwriting for
play-by-play of
Vandal athletics*

ONLINE AT KUOI.ORG

For \$20 a week you can place a tile-sized ad on KUOI.org



ADVERTISE ONLINE

uiargonaut.com

The Argonaut's main site for news, sports, opinion, arts and entertainment.

blotmagazine.com

The online site for all things Blot.

thevandalnation.com

A product of The Argonaut, Vandal Nation is the place to go for the best Vandal sports coverage. The site, Facebook and Twitter records thousands of visits every day and was named the nation's top college website by the Society of Professional Journalists in 2015.

WEB ADVERTISEMENT SIZES AND PRICING

| Size | Monthly | Weekly |
|--------------|---------|--------|
| 945 x 100 px | \$300 | \$80 |
| 625 x 100 px | \$200 | \$60 |
| Tiles | \$140 | \$50 |
| Buttons | \$120 | \$40 |

ARGONAUT

PRICES PER COLUMN INCH

| | |
|-----------------------------------|--------|
| Local | \$7.60 |
| Advance payment | \$7.10 |
| National | \$7.70 |
| Advance payment | \$7.00 |
| Non-profit, Political | \$6.25 |
| Campus: UI department | \$5.45 |
| Campus: ASUI student organization | \$4.65 |

Add color!

Color cost in addition to black and white space

| | |
|----------------------|-------|
| Black + 1 PMS color | \$75 |
| Black + 2 PMS colors | \$150 |
| Full Color | \$210 |

SIZES

Ask us about new eye-catching ad sizes!

Common Sizes

Eighth page: 3 columns x 5"
 Quarter page: 3 columns x 10"
 Half page: 6 columns x 10"
 Full page: 6 columns x 20"

Display Specs

| | | | | | | |
|----------|------|------|------|------|-------|----|
| Columns: | 1 | 2 | 3 | 4 | 5 | 6 |
| Picas: | 9p2 | 19p4 | 29p6 | 39p8 | 49p10 | 60 |
| Inches: | 1.52 | 3.22 | 4.91 | 6.61 | 8.3 | 10 |

Advertisements greater than 18" in depth will be charged at full column depth of 20"

Print insert rates

Priced per issue

| | |
|-------------------|---------------|
| Single sheet | \$40 per 1000 |
| 4+ times annually | \$36 per 1000 |
| 4+ pages | \$50 per 1000 |
| 4+ times annually | \$46 per 1000 |

Rates net to The Argonaut. Acceptance upon Argonaut approval. Max size without folding is 9" x 12". Max quantity is 6,000.

FIVE COLUMNS

FOUR COLUMNS

THREE COLUMNS

TWO COLUMNS

ONE COLUMN

8"

7"

6"

5"

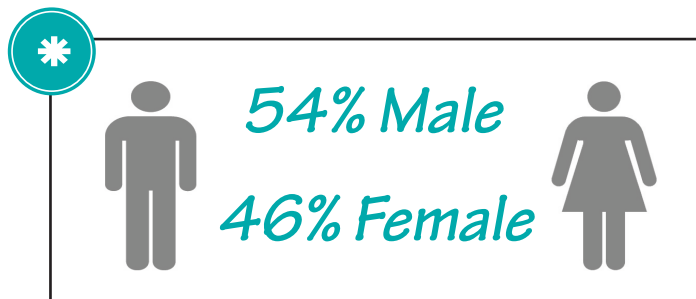
4"

3"

2"

1"

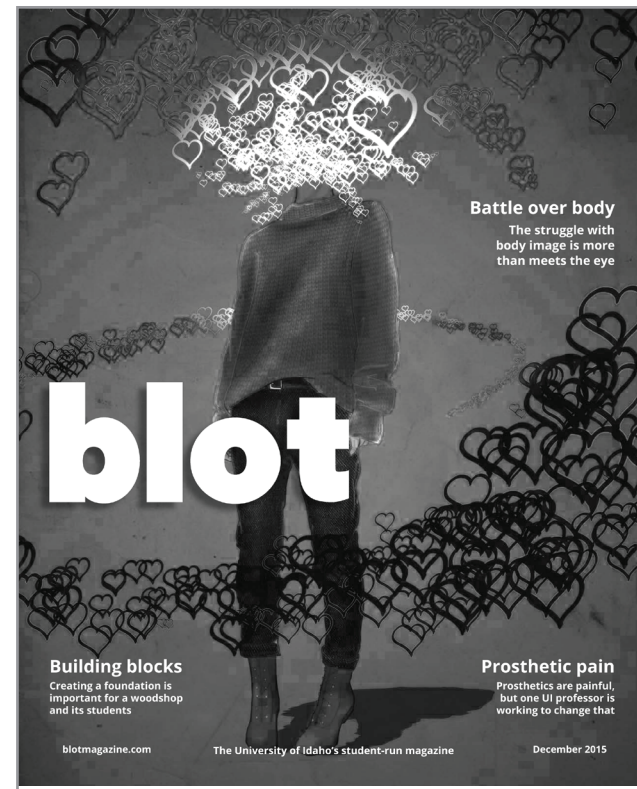
CURRENT ENROLLMENT: 11,534
 + 934 **FACULTY &** 1,530 **STAFF**



**6,000 ISSUES ARE DISTRIBUTED
 TWICE A WEEK TO UI BUILDINGS
 AND LOCAL BUSINESSES**

Ask about advertising in special editions and inserts

- Back to School
- Event weekends
- Football
- In Cue
- Vandal Nation
- Best of Moscow
- Jazz Festival
- Housing Guide



PRICES

| AD OPTIONS | OPEN | LOCAL |
|--------------|---------|-------|
| Outside back | \$1,000 | \$900 |
| Inside back | \$750 | \$700 |
| Inside front | \$850 | \$700 |
| Full page | \$550 | \$500 |
| 1/2 page | \$300 | \$250 |
| 1/3 page | \$225 | \$200 |

Ask about advertising on blotmagazine.com.

Rates are same as uiargonaut.com.

SIZES



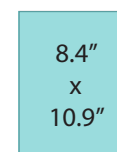
1/3 page

2.8" x 10.9"
 OR
 8.4" x 3.6"



1/2 page

4.5" x 10.9"
 OR
 8.4" x 5.4"



Full page

8.4" x 10.9"