

# Deadlines

## Day to run

	Monday	Tuesday	Wednesday	Thursday	Friday
Display	5 p.m. Thursday	5 p.m. Friday	5 p.m. Monday	5 p.m. Tuesday	5 p.m. Wednesday
Class. display	5 p.m. Thursday	5 p.m. Friday	5 p.m. Monday	5 p.m. Tuesday	5 p.m. Wednesday
Class. line	5 p.m. Friday	5 p.m. Monday	5 p.m. Tuesday	5 p.m. Wednesday	5 p.m. Thursday

**DEADLINE FOR ALL** display and classified display advertising is 5 p.m. two (2) business days prior to publication. Classified deadline 4 p.m. one (1) business day prior to publication. Advertising canceled after deadline is subject to a 50 percent charge. All advertising received by deadline will be proofed. Advertising received after deadline will not be proofed and The Daily Eastern News will not be held responsible for errors.

Display ad copy for space previously reserved must be received by deadline or is subject to a \$50 late charge and/or cancellation.

# Display Ad rates and information

### NON-CONTRACT RATES

Local open rate . . . . . \$11.75/col. in.  
 Net national open rate . . \$12.00col. in.  
 Non-Profit . . . . . \$7.50/col. in.  
 Online rate . . . . . \$50.00/month

### ANNUAL CONTRACT RATES\*

200 inches . . . . . \$9.75  
 300 inches . . . . . \$9.50  
 500 inches . . . . . \$9.25  
 750 inches . . . . . \$8.75  
 1000 inches . . . . . \$8.50  
 1500 inches . . . . . \$8.00  
 2000 inches . . . . . \$7.75  
 3000 inches . . . . . \$7.25

\* Contract rates applied only when paid within 25 days of statement. All past 25 day accounts are billed at the open rate.

### LOCAL BLOCKBUSTER RATES\*

(Does not apply to Back to School or New Student editions)

◆ 1 page - \$850 - 2 pages \$1,800 or 10% off contract rate

\* Purchased as full page ads

### SPECIAL RATES

◆ OPEN DISPLAY RATE for students and recognized university organizations shall be \$8.75 per column inch.

◆ A DISCOUNT of \$1.00 per column inch will be applied to all open rate advertising which is paid for at the time advertising is placed.

◆ A 5% discount will be applied to all contract advertising which is paid for at the time the ad is placed.

### COMMISSIONS

#### ELECTRONIC AD SUBMISSION

Ad may be submitted electronically using PDF or EPS formats only to the following email address:

denads@eiu.edu

All fonts must be embedded or included for proper reproduction.

All rates are non-commissionable. All rates are net The Daily Eastern News

### COLOR RATES

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

Separations supplied . . . . . \$160  
 News separations . . . . . \$190

\*\* Four color ads require two additional production days

### INSERTS

Pre-printed inserts only. All rates are non-commissionable. The Daily Eastern News business manager must receive one copy in advance for review of acceptability. Complete shipment must arrive no later than 5 days prior to distribution date. Minimum insert is 8,500; maximum insert is 9,100.

Single advertiser/Single sheet

— \$75 per M

Single advertiser/Multi sheet

— \$95 per M

Multiple advertiser

— \$105 per M

### Ship inserts to:

The Daily Eastern News  
 Buzzard Loading Dock  
 600 Lincoln Avenue  
 Charleston, IL 61920

# The Daily Eastern News works for you

## Circulation

9,100 daily

◆ The Daily Eastern News is distributed free each morning, Monday through Friday, at 28 high traffic locations in Charleston. The News distributes about 4,200 copies during the summer session.

◆ The number of people who actually read the newspaper daily surpasses the circulation numbers. Many copies are left in classrooms and residence halls and picked up and read by others. See for yourself:

### Student enrollment (Fall 2005)

Males . . . . . 5,034  
 Females . . . . . 7,095

### Faculty/staff (Fall 2005)

Faculty/Staff . . . . . 1,962

TOTAL MARKET . . . . . 14,091

## Subscriptions

◆ Call 581-2812 for more information

One year	One semester	Summer session
\$125	\$75	\$50

## Professional affiliations

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

## National representatives

◆ 360 Youth Alloy 212-401-0070

## Personnel

### Publisher

Dr. John Ryan

### Business Manager

Betsy Mellott

### Advertising Manager

David Hanley

### National Ads Manager

Jillian Ruddy

## To reach us

### By mail

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

### By fax

217-581-2923

### Office hours

8 a.m. - 4:30 p.m.  
 Monday-Friday

### By phone

217-581-2812