Advertising **Rates 2018-19 HORIZON MEDIA**

Full Page

Width: 10 inches *Height:* 9.5 inches Pricing per issue • Campus/Non-Profit: \$260

- Local: \$350
- National: \$410

Eighth Page



Business Card Size

Width: 5 inches Height: 2.375 inches Pricing per issue

- Campus/Non-Profit: \$35
- Local: \$46
- National: \$53

Half Page

Width: 10 inches Height: 4.75 inches Pricing per issue

- Campus/Non-Profit: \$132
- Local: \$178
- National: \$208

Width: 3 inches Height: 2 inches Pricing per issue

- Campus/Non-Profit: \$18
- Local: \$24
- National: \$28

Quarter Page

Width: 5 inches Height: 4.75 inches Pricing per issue

- Campus/Non-Profit: \$68
- Local: \$90
- National: \$105

Publication Dates

Fall 2018 August 20 (Welcome Back) September 4 (Tues.) September 17 October 1 October 17 (Wed.) October 29 November 12 November 26 Summer 2019 Orientation Issue

Spring 2019 January 7 January 22 (Tues.) February 4 February 18 March 4 March 18 April 1 April 15

Banner

Width: 10 inches Height: 2 inches Pricing per issue

- Campus/Non-Profit: \$50
- Local: \$70
- National: \$80

Display Ad Rates

Open Rate
Campus/Non-Profit
Local
National
* The Harizon uses a six-colur

Rate Per Column Inch \$4.75 \$6.25 \$7.25

The Horizon uses a six-column structure. Each column is 1.667 inches wide.

** Discounts available for advanced purchase of advertising in multiple issue of The Horizon.

Color Options

Open Rate Spot Color Full Process Color

Additional Cost Per Ad \$40 \$100

Digital



iushorizonradio.com

horizon	radio ≡ about us ≡ schedule ≡ shows ≡ listen live on tunein		⊳ listen
${}^{{}_{{}^{{}_{{}^{{}}}}}}$	Horizon Radio is student-produced Internet radio station of Indiana University Southeast. It is broadcast 24/7/365, from a studio in University Center North.	LISTEN LIVE	_
F	We play an eclectic mix of music, from classic rock to today's hits, including a good amount of alternative and hip-hop. We have specialty music shows that explore the history and background of artists and their music.	horizon radio	on m
۲	We'll play just about anything, but our focus is telling the story behind the music. You can get your music anywhere, but our job is to give you more.	BANNERS	_
8	We also broadcast a variety of news, talk, information, and sports programming. Our goal is to broadcast most home basketball, baseball, softball, and volleyball games. We have talk programs focused on everything from international politics to poor culture to parenting, and everything in thetween.		
0	Interinational policies or poly causifier or parentaing, and every string in Detween. We're part of Horizon Media, which includes both Horizon Radio and The Horizon, the student news organization at U.S.	300 x 25	50
۲	All are welcome to be part of Horizon Media, and we're always looking for talent. See our Getting involved page for more info.		

Size	1 week	4 weeks	Semester
300 x 250 pixels	\$35	\$120	\$385
120 x 240 pixels	\$25	\$85	\$275
Each site sold separately			

Horizon Media Weekly Email Newsletter





Horizon Radio: A new semester brings the sound of the student voice to life

A tune echoes throughout the halls of University Center adding an ambiance of optimism for the upcoming semester as The Horizon welcomes a new endeavor for the IU Southeast student voice.

Horizon Radio is officially underway and only available for streaming online at iushorizonradio.com. The adviser of the radio station, Adam Maksl, assistant professor of journalism and media, intends for the station to incorporate news, sports, talk radio and music.

Full Story



Size	1 week	4 weeks	Semester
450 x 90 top banner	\$30	\$110	\$330
450 x 90 banner after first story teaser	\$20	\$70	\$210

On-Air Radio



price per 15- to 30-second spot

Day of Week / Time of Day	Campus/Non-Profit Rate	Local/National Rate
Weekday daytime (between 7am-5pm)	\$10	\$17
Weekday evening (between 5pm-10pm)	\$9	\$15
Weekday overnight (between 10pm-7am	\$8	\$13
Weekend day or evening (between 7am-10pm)	\$9	\$15
Weekend overnight (between 10pm-7am)	\$8	\$13

packages & show sponsorships

	Campus/Non-Profit Rate	Local/National Rate
10 daytime and 5 evening 15-30 second spots	\$100	\$170
20 daytime, 10 evening, and five overnight 15-30 second spots	\$190	\$320
Sponsorship of 1hr weekly show (at least 2 spots per show)	\$190	\$320
Exclusive sponsorship of 1hr weekly show (at least 2 spots per show)	\$300	\$500

what can be included in an ad?

Because we are an Internet-only radio station, we are not regulated by the FCC and can therefore run ads that go beyond basic underwriting messages. You may include evaluative language and calls to action, for example, which you would not be able to run on an over-the-air non-profit station. We can record and produce your ad, or you can provide us with an MP3 file ready to air.