



# Advertising Rates 2018-19

## Full Page



**Width:** 10 inches  
**Height:** 9.5 inches  
**Pricing per issue**

- **Campus/Non-Profit:** \$260
- **Local:** \$350
- **National:** \$410

## Eighth Page



**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

## Business Card Size



**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

## Banner



**Width:** 10 inches  
**Height:** 2 inches  
**Pricing per issue**

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

## 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

## Display Ad Rates

Open Rate	Rate Per Column Inch
Campus/Non-Profit	\$4.75
Local	\$6.25
National	\$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

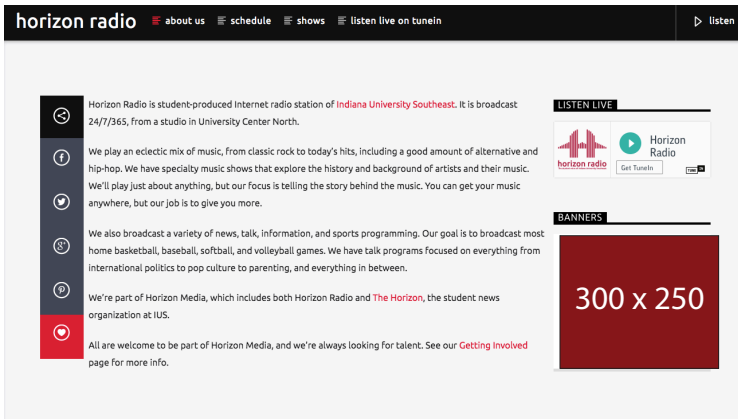
Open Rate	Additional Cost Per Ad
Spot Color	\$40
Full Process Color	\$100

# Digital

iushorizon.com



iushorizonradio.com



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 Maksel, 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.