



Advertising Rates 2019-20

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 2019	Spring 2020
August 26 (Welcome Back)	January 13
September 9	January 27
September 23	February 10
October 7	February 24
October 23 (Wed.)	March 9
November 4	March 23
November 18	April 6
December 2	April 20
Summer 2020 Orientation Issue	

Color Options

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

Multiple Issue Discounts

# of insertions	Discount off total
5-8 issues	5 percent
9-12 issues	10 percent
More than 12 issues	15 percent

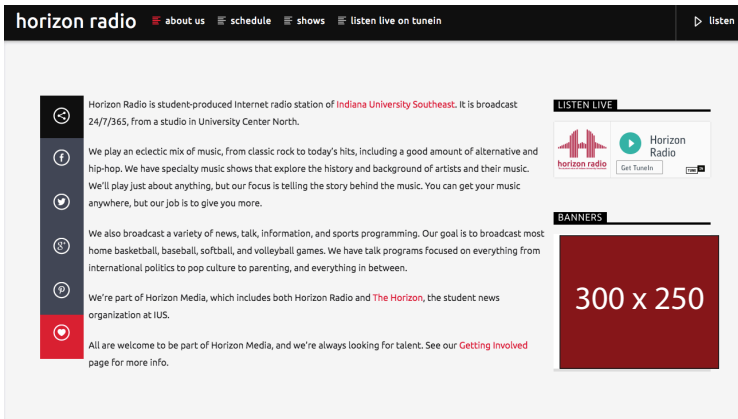
** Discounts available for *advanced purchase* of advertising in multiple issue of The Horizon. May be combined with multi-media discounts (see last page of this rate card).

Digital

iushorizon.com

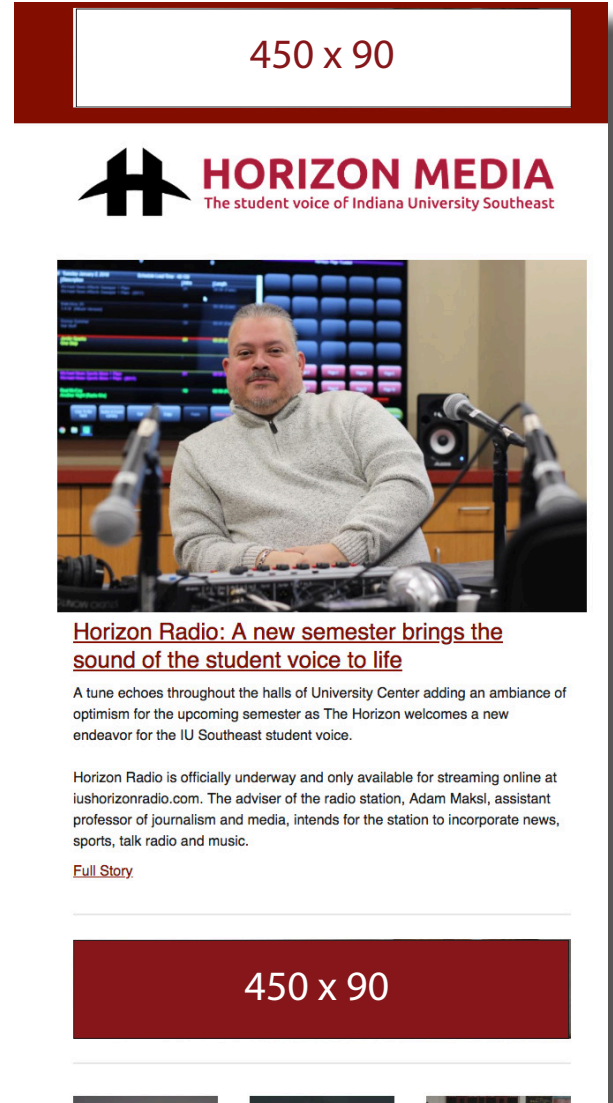


iushorizonradio.com



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



Size	1 week	4 weeks	Semester
450 x 90 top banner	\$40	\$140	\$440
450 x 90 banner after first story teaser	\$25	\$85	\$2

On-Air Radio



price per 15- to 30-second spot

	Campus/Non-Profit Rate	Local/National Rate
Per spot	\$2	\$2.50
Bulk purchase - 150 total spots	\$270	\$337.50
Bulk purchase - 300 total spots	\$510	\$637.50
Bulk purchase - 450 total spots	\$720	\$900

show sponsorships

	Campus/Non-Profit Rate	Local/National Rate
Sponsorship of 1hr weekly show (at least 2 spots per show)	\$135	\$170
Exclusive sponsorship of 1hr weekly show (at least 4 spots per show; no other sponsors)	\$190	\$225

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.

Multimedia Discounts

In addition to volume discounts for advanced purchase of multiple ads in the print issue of The Horizon, we offer discounts for those who advertise across multiple media. For advertising in two media (e.g. print + digital), 5 percent will be deducted from the total invoice. For all media (e.g., print + digital + radio), 10 percent will be deducted from total. Print volume discounts and multimedia discounts can be combined.