

Reaching 15,000 students, faculty and staff of the University of North Dakota since 1888

# THE DAKOTA STUDENT

RATE CARD  
2016-2017  
ACADEMIC YEAR

# THE DAKOTA STUDENT

Reaching the students, faculty and staff of the University of North Dakota since 1888 | [www.dakotastudent.com](http://www.dakotastudent.com)



**3,000**

NEWSPAPERS PRINTED FOR EVERY TUESDAY & FRIDAY EDITION  
\*Except Holidays (see below)

**1,438**  
Followers  
@DAKOTASTUDENT

**502**



**Fans**  
/DAKOTASTUDENT

**35** Distribution locations  
on campus and around Grand Forks & East Grand Forks

**23** PAPERS PRINTED IN THE FALL SEMESTER

**26** PAPERS PRINTED IN THE SPRING SEMESTER

**49** TOTAL PAPERS

## Issue Dates:

August 2016							September 2016							October 2016							November 2016							December 2016												
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat						
1	2	3	4	5	6					1	2	3								1								1	2	3	4	5						1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10						
14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17						
21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24						
28	29	30	31				25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31						
														30	31																									

January 2017							February 2017							March 2017							April 2017							May 2017							
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
1	2	3	4	5	6	7				1	2	3	4					1	2	3	4							1		1	2	3	4	5	6
8	9	10	11	12	13	14	5	6	7	8	9	10	11	5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13	
15	16	17	18	19	20	21	12	13	14	15	16	17	18	12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	
22	23	24	25	26	27	28	19	20	21	22	23	24	25	19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	
29	30	31					26	27	28					26	27	28	29	30	31	23	24	25	26	27	28	29	28	29	30	31					
																			30	31															

# THE DAKOTA STUDENT

## Circulation

3,000 copies are distributed throughout 35 locations on the UND campus and Grand Forks every Tuesday and Friday of the academic year, excluding holidays, breaks, and final exam weeks.

## Deadlines

The deadline for ads being placed in the Tuesday publication is 4:30pm the previous Thursday. Friday's publication deadline is 4:30pm on the Tuesday before.

## Promotions

Customers who place five consecutive ads in the Dakota Student will receive 10% off each of the ads placed.

## Inserts

One-week lead-time is required minimum for inserts. Size may not exceed 8.5" by 11". The number of pages in an insert may not exceed four without prior consent. Cost shown does not include printing. Preprinted inserts per 1000 net: \$65. There are 3,000 papers printed for each edition. However, in the summer edition

there are 6,000 papers printed. Contact us regarding where to send your inserts.

## Billing

Direct all billing inquiries to the Sales and Marketing Coordinator at 701-777-2678. Statements are billed approximately the last working day of each month. Outstanding account balances not paid by the 25th of each month will accrue a finance charge of 1.75% monthly.

## Policies

Refunds will not be given on ads cancelled after the deadline. All cancelled ads are subject to production charges. The Dakota Student has the right to change advertising rates at any time (advertisers would be notified). Credit will not be granted for ads with mistakes if the ad was not proofed. If a proof is requested, it will be sent by e-mail. Ad placement will be the decision of the paper.

## General Policy

Advertising is subject to the Dakota Student's approval and become the property

of the Dakota Student. The Dakota Student reserves the Right of Refusal or the right to decline, discontinue or revise any advertisements found unsuitable for publication. Any ads created by The Dakota Student may not be used for any other publication without permission first.

## Design Services

Our advertising representatives and graphic designers are prepared to work with you to create an effective advertisement.

Ad Design for 1/2 page or smaller \$15

Ad Design for 1/2 page or larger \$25

Minor Changes to existing ads \$5



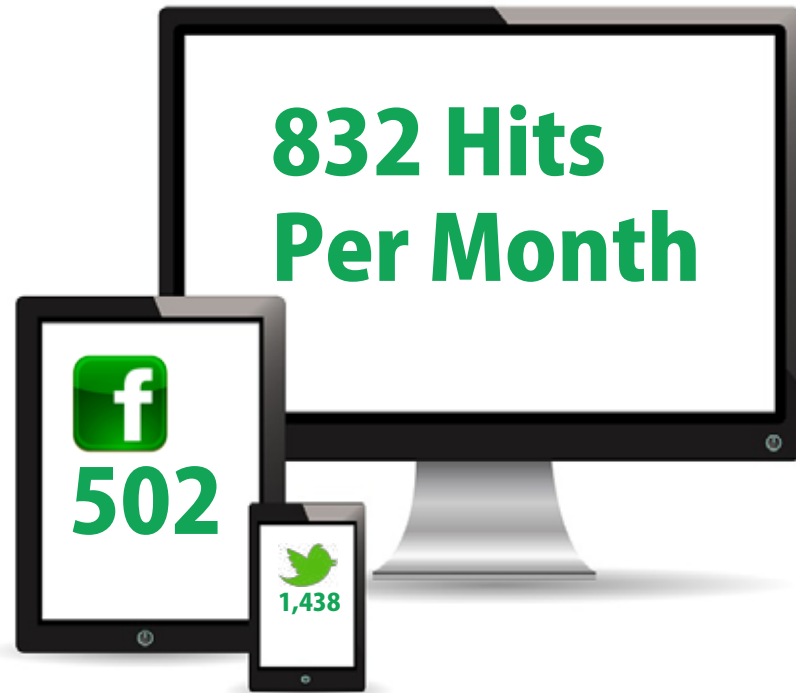
# ONLINE ADVERTISING

ON [WWW.DAKOTASTUDENT.COM](http://WWW.DAKOTASTUDENT.COM)

**Leader Board** 728X90px  
Monthly: \$250      Yearly: \$2500

**Top Box** 300X250px  
Monthly      \$200      Yearly: \$2000

**Bottom Box** 300X250px  
Monthly: \$100      Yearly: \$1000



# RATES & SIZES

The format of the paper is six column inches wide by 20.75 inches deep. Our column inches are 1.666 inches wide. Prices listed below are per column inch for common ad sizes. The following rates are for gray scale ads only. There are additional rates for color ads.

## RATES BY COLUMN INCHES

If our following dimensions don't fit into your parameters, you can submit your ads using the following rates. Prices listed to the right are per column inch.

- \$3.50** UND Students/Depts/Orgs
- \$3.75** Nonprofits
- \$4.50** Area Businesses
- \$5.00** MN/ND (Outside GF/EGF)
- \$5.00** Political
- \$7.50** National

## Column Sizes

- 1 Column 1.666"
- 2 Column 3.458"
- 3 Column 5.25"
- 4 Column 7.041"
- 5 Column 8.833"
- 6 Column 10.625"

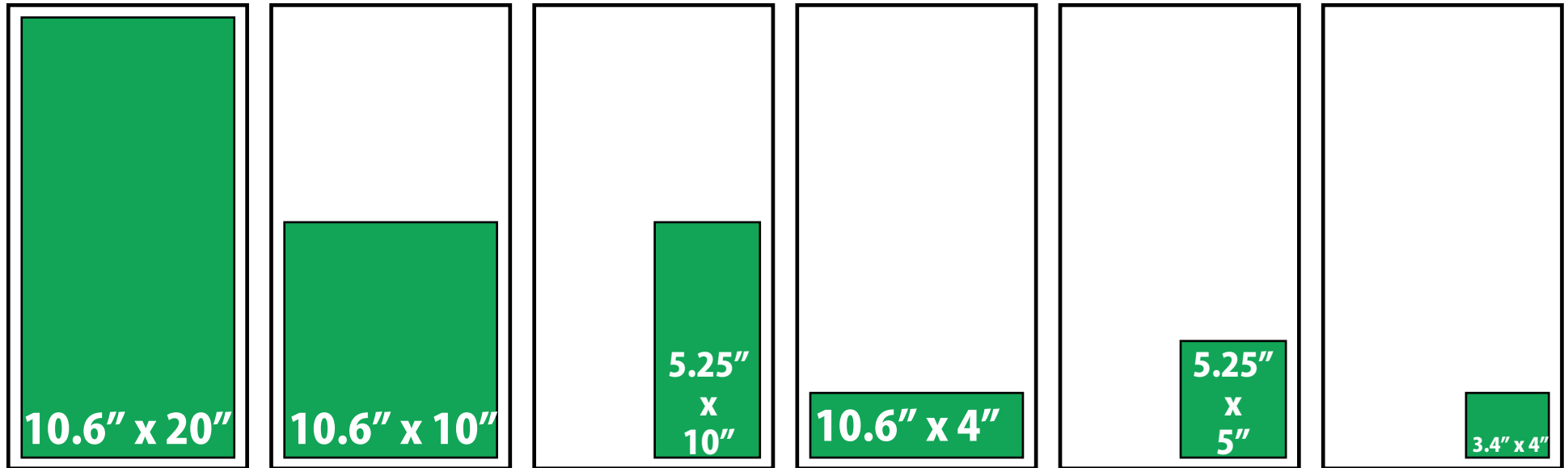
## ADD COLOR TO ANY ADVERTISEMENT!

The rates provided are for gray scale ads only. You can add color to any advertisement for the following prices.

**1-Spot Color: \$50**

**2-Spot Color: \$80**

**Full Color: \$100**



### Full Page

6 col x 20" = 120 col. in.

### 1/2 Page

6 col. X 10" = 60 col. in.

### 1/4 Page

3 col. x 10" = 30 col. in.

### Bottom Banner

6 col x 4" = 24 col. in.

### 1/8 Page

3 col. x 5" = 15 col. in.

### 2" X 4"

2 col. x 4" = 8 col. in

<b>\$420</b> UND Students/Depts/Orgs	<b>\$210</b> On Campus Students/Depts/Orgs	<b>\$105</b> On Campus Students/Depts/Orgs	<b>\$84</b> On Campus Students/Depts/Orgs	<b>\$52.50</b> On Campus Students/Depts/Orgs	<b>\$28</b> On Campus Students/Depts/Orgs
<b>\$450</b> Nonprofits	<b>\$225</b> Nonprofits	<b>\$112.50</b> Nonprofits	<b>\$90</b> Nonprofits	<b>\$56.25</b> Nonprofits	<b>\$30</b> Nonprofits
<b>\$540</b> Area Businesses	<b>\$270</b> Area Businesses	<b>\$135</b> Area Businesses	<b>\$108</b> Area Businesses	<b>\$67.50</b> Area Businesses	<b>\$36</b> Area Businesses
<b>\$600</b> MN/ND (Outside GF/EGF)	<b>\$300</b> MN/ND (Outside GF/EGF)	<b>\$150</b> MN/ND (Outside GF/EGF)	<b>\$120</b> MN/ND (Outside GF/EGF)	<b>\$75</b> MN/ND (Outside GF/EGF)	<b>\$40</b> MN/ND (Outside GF/EGF)
<b>\$600</b> Political	<b>\$300</b> Political	<b>\$150</b> Political	<b>\$120</b> Political	<b>\$75</b> Political	<b>\$40</b> Political
<b>\$900</b> National	<b>\$450</b> National	<b>\$225</b> National	<b>\$180</b> National	<b>\$112.50</b> National	<b>\$60</b> National

# CLASSIFIEDS

Classifieds must be sent by email to [dakotastudent@und.edu](mailto:dakotastudent@und.edu) by Friday at Noon for Tuesday publications and by Wednesday at Noon for Friday publications.

1-50 Words	51-100 Words
<b>\$5</b>	<b>\$7</b> On Campus Students/Depts/Orgs
<b>\$7</b>	<b>\$10</b> Nonprofits
<b>\$8</b>	<b>\$12</b> Area Businesses
<b>\$9</b>	<b>\$13</b> MN/ND (Outside GF/EGF)
<b>\$10</b>	<b>\$15</b> National