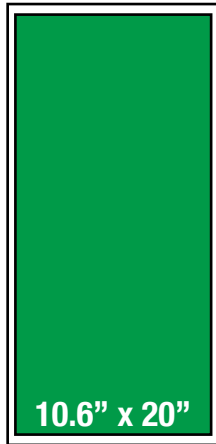
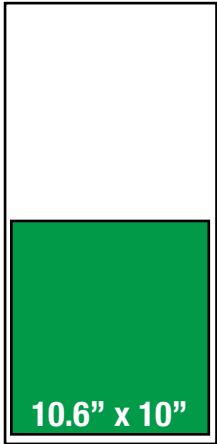
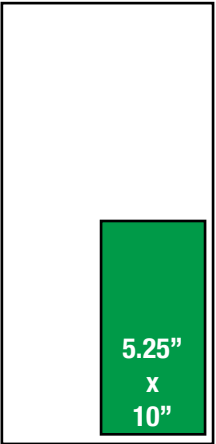
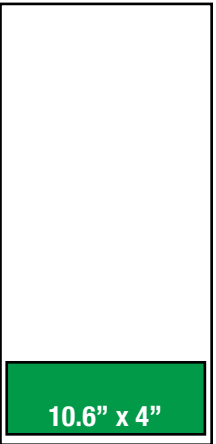
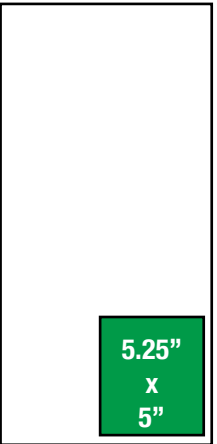
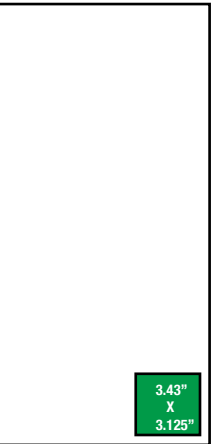


## RATES & SIZES

The format of the paper is six column inches wide by 20.75 inches deep. Our column inches are 2 inches wide. The following rates are for **gray scale ads only**. There are additional rates for color ads. *An additional \$30 will be charged if design work is needed.*

**ADD COLOR TO ANY ADVERTISEMENT!**  
**Full Color: \$100**

					
<b>Full Page</b> 6 col. x 20" = 120 col. in.	<b>1/2 Page</b> 6 col. x 10 = 60 col. in.	<b>1/4 Page</b> 3 col. x 10 = 30 col. in.	<b>Bottom Banner</b> 6 col. x 4" = 24 col. in.	<b>1/8 Page</b> 3 col. x 5" = 15 col. in.	<b>3.43" x 3.125"</b> 2 col. x 3.12" = 6.2 col. in.
<b>\$430</b> UND Students/Depts/Orgs	<b>\$220</b> UND Students/Depts/Orgs	<b>\$115</b> UND Students/Depts/Orgs	<b>\$90</b> UND Students/Depts/Orgs	<b>\$60</b> UND Students/Depts/Orgs	<b>\$35</b> UND Students/Depts/Orgs
<b>\$460</b> Nonprofits	<b>\$235</b> Nonprofits	<b>\$123</b> Nonprofits	<b>\$98</b> Nonprofits	<b>\$66</b> Nonprofits	<b>\$40</b> Nonprofits
<b>\$555</b> Area Businesses	<b>\$270</b> Area Businesses	<b>\$140</b> Area Businesses	<b>\$110</b> Area Businesses	<b>\$75</b> Area Businesses	<b>\$44</b> Area Businesses
<b>\$640</b> MN/ND (Outside GF/EGF)	<b>\$345</b> MN/ND (Outside GF/EGF)	<b>\$180</b> MN/ND (Outside GF/EGF)	<b>\$130</b> MN/ND (Outside GF/EGF)	<b>\$85</b> MN/ND (Outside GF/EGF)	<b>\$48</b> MN/ND (Outside GF/EGF)
<b>\$680</b> Political	<b>\$370</b> Political	<b>\$200</b> Political	<b>\$145</b> Political	<b>\$100</b> Political	<b>\$55</b> Political
<b>\$900</b> National	<b>\$460</b> National	<b>\$225</b> National	<b>\$180</b> National	<b>\$115</b> National	<b>\$60</b> National

## CLASSIFIEDS

Classifieds must be sent by e-mail to [dakotastudent@und.edu](mailto:dakotastudent@und.edu) by Friday at noon for the Tuesday publication.

1-50 Words	51-100 Words	
\$7	\$10	UND Students/Depts/Orgs
\$8	\$12	Nonprofits
\$9	\$13	Area Businesses
\$10	\$15	MN/ND (Outside GF/EGF)
\$12	\$18	National

## ONLINE

The Dakota Student also offers digital advertising on [www.dakotastudent.com](http://www.dakotastudent.com), which has an average of 4,000 users per month.

**ASK ABOUT ADVERTISING IN THE WEEKLY DAKOTA STUDENT PODCAST!**

<b>Leaderboard</b> 728 x 90px <b>\$300/month or</b> <b>\$3,000/year</b>	<b>Right/Left Box</b> 300 x 250px <b>\$250/month or</b> <b>\$2,500/year</b>
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## Policy

Advertising is subject to the Dakota Student's approval and becomes 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. 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.

## Circulation

2,500 copies are distributed throughout 42 locations on the UND Campus and Grand Forks every Tuesday of the academic year, excluding holidays and breaks.

## Deadlines

Ads placed are required by 12:00 noon the previous Friday. Ads placed in any special publications on Friday are required by 12:00 noon the previous Monday.

## Inserts

One-week lead-time is required minimum for inserts. Size may not exceed 8.5" x 11". The number of pages in an insert may not exceed four pages without prior consent. Cost shown does not include printing. Cost to place inserts in the Dakota Student is \$40 per 500. There are 2,500 papers printed for each edition.