



Advertising Information 2012-13

The Horizon 2012-13

Publication Schedule and Advertising Rates

The Horizon — a student-produced newspaper at Indiana University Southeast — is published weekly during the fall and spring semesters. The Horizon is distributed free throughout the IU Southeast campus on Monday mornings. IU Southeast has a student population of more than 7,000 students. The Horizon advertising staff can be reached at 812-941-2253.

Publication Schedule:

Fall 2012

Issue 00 – Aug. 27; ads due Aug. 20
Issue 01 – Sept. 10; ads due Sept. 3
Issue 02 – Sept. 17; ads due Sept. 10
Issue 03 – Sept. 24; ads due Sept. 17
Issue 04 – Oct. 1; ads due Sept. 24
Issue 05 – Oct. 8; ads due Oct. 1
Issue 06 – Oct. 15; ads due Oct. 8
Issue 07 – Oct. 22; ads due Oct. 15
Issue 08 – Oct. 29; ads due Oct. 22
Issue 09 – Nov. 5; ads due Oct. 29
Issue 10 – Nov. 12; ads due Nov. 5
Issue 11 – Nov. 26; ads due Nov. 12
Issue 12 – Dec. 3; ads due Nov. 26

Spring 2013

Issue 13 – Jan. 22; ads due Jan. 14
Issue 14 – Jan. 28; ads due Jan. 22
Issue 15 – Feb. 4; ads due Jan. 28
Issue 16 – Feb. 11; ads due Feb. 4
Issue 17 – Feb. 18; ads due Feb. 11
Issue 18 – Feb. 25; ads due Feb. 18
Issue 19 – March 4; ads due Feb. 25
Issue 20 – March 11; ads due March 4
Issue 21 – March 18; ads due March 11 (subject to change)
Issue 22 – April 1; ads due March 18 (subject to change)
Issue 23 – April 8; ads due April 1
Issue 24 – April 15; ads due April 8

The Horizon does not publish the Monday before Thanksgiving, during winter, spring or summer break. All advertising material must be in one week prior to the publication date. Publication dates subject to change.

2012-13 Advertising Rates

Mechanical specifications: The Horizon is published in a six column by 21.5 inch broadsheet format. The column widths are as follows:

1 column — 1.65 inches

2 columns — 3.30 inches

3 columns — 4.95 inches

4 columns — 6.59 inches

5 columns — 8.24 inches

6 columns — 9.89 inches

Advertising rates per column inch:

Campus groups — \$4.00 per column inch

Local advertisers — \$5.00 per column inch

National advertisers — \$6.50 per column inch

To compute column inches, multiply the width of the ad in columns by its depth in inches. Example — a two column by 10 inch ad is 20 column inches.

Sample Ad Sizes

2 columns x 2 inches

Campus rate — \$16

Local rate — \$20

National rate — \$26

1 columns x 4 inches

Campus rate — \$16

Local rate — \$20

National rate — \$26

Half page 6 columns x 10.75 inches

Campus rate — \$240

Local rate — \$300

National rate — \$390

2 columns x 3 inches

Campus rate — \$24

Local rate — \$30

National rate — \$39

Full page 6 columns x 21.5 inches

Campus rate — \$480

Local rate — \$600

National rate — \$780

3 columns x 2 inches

Campus rate — \$24

Local rate — \$30

National rate — \$39

Color ads

Color ads cost three times the cost of a regular black and white ad. All color ads are run on the back page of The Horizon.

3 columns x 3 inches

Campus rate — \$36

Local rate — \$45

National rate — \$58.50

3 columns x 4 inches

Campus rate — \$48

Local rate — \$60

National rate — \$78

Advertising Contract

**The Horizon Newsroom
Indiana University Southeast
4201 Grant Line Road
New Albany, IN 47150
812-941-2253 / Fax 812-941-2582
horizon@ius.edu**

Contact Name

Phone Number

Company Name

Address

City

State

ZIP

Run Dates

Quoted Price

Ad Size