

THE *Indiana University Southeast*
HORIZON

**Advertising Information
2007-2008**

2007-2008 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 6,000 students. The Horizon advertising staff can be reached at 812 941 2253.

Mechanical specifications:

The Horizon is published in a six column by 11 5/8 inch broadsheet format. The column widths are as follows:

- 1 column 1 13/16 inches (11 picas)
- 2 columns 3 1/4 inches (22.5 picas)
- 3 columns 5 11/16 inches (34.5 picas)
- 4 columns 7 11/16 inches (46.5 picas)
- 5 columns 9 5/8 inches (58 picas)
- 6 columns 11 5/8 inches (70 picas)

Advertising rates per column inch:

- Campus Rate \$3.00 per column inch
- Local Rate \$4.00 per column inch
- National Rate \$5.50 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.

Samples of Available Sizes

2 columns X 2 inches

Campus Rate	\$12
Local Rate	\$16
National Rate	\$22

1 column X 4 inches

Campus Rate	\$12
Local Rate	\$16
National Rate	\$22

half page 6 columns X 10 inches (11.625 " X 10 ")

Campus Rate	\$180
Local Rate	\$240
National Rate	\$330

2 columns X 3 inches

Campus Rate	\$18
Local Rate	\$24
National Rate	\$33

full page 6 columns X 20 inches (11.625 " X 20 ")

Campus Rate	\$360
Local Rate	\$480
National Rate	\$660

3 columns X 2 inches

Campus Rate	\$18
Local Rate	\$24
National Rate	\$33

3 columns X 3 inches

Campus Rate	\$27
Local Rate	\$36
National Rate	\$49.50

3 columns X 4 inches

Campus Rate	\$36
Local Rate	\$48
National Rate	\$66

**3 columns X 5 inches
Quarter Page**

Campus Rate	\$45
Local Rate	\$60
National Rate	\$82.50

Publication Schedule

Fall 2007

Issue 1	Sept. 10; ads due Sept. 3
Issue 2	Sept. 17; ads due Sept. 10
Issue 3	Sept. 24; ads due Sept. 17
Issue 4	Oct. 1; ads due Sept. 24
Issue 5	Oct. 8; ads due Oct. 1
Issue 6	Oct. 15; ads due Oct. 8
Issue 7	Oct. 22; ads due Oct. 15
Issue 8	Oct. 29; ads due Oct. 22
Issue 9	Nov. 5; ads due Oct. 29
Issue 10	Nov. 12; ads due Nov. 5
Issue 11	Nov. 26; ads due Nov. 19
Issue 12	Dec. 3; ads due Nov. 26

Spring 2008

Issue 13	Jan. 22; ads due Jan. 14
Issue 14	Jan. 28; ads due Jan. 21
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 3; ads due Feb. 25
Issue 20	March 10; ads due March 3
Issue 21	March 17; ads due March 10
Issue 22	March 31; ads due March 17
Issue 23	April 7; ads due March 31
Issue 24	April 14; ads due April 7

The Horizon does not publish the Monday before Thanksgiving, during winter break, during spring break or during the summer.

All advertising material must be in one week prior to the publication date.

Advertising Contract

The Horizon
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