


## For Inquiries and posting requests contact:

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## PRINT ADS



**JOB TITLE GOES HERE**  
Department Name, College Name

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*The University of Iowa is an EO/AA employer.*

**EO/AA**



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**EO/AA**

PUB DAY	AD TYPE	DEADLINES	CENTRAL
Thursday	Liner Display	Wednesday Monday	3:00 pm 3:00 pm
Friday	Liner Display	Thursday Tuesday	3:00 pm 3:00 pm
Saturday	Liner Display	Friday Wednesday	3:00 pm 3:00 pm
Sunday (DMR Only)	Liner Display	Friday Wednesday	3:00 pm 3:00 pm

\*The ad sizes are not to scale.

DIGITAL PRICING Banner Ads on the desmoinesregister.com	
<b>BLENDED - MOBILE DESKTOP</b>	
25,000 impressions	\$212.50
50,000 impressions	\$425.00
75,000 impressions	\$637.50
100,000 impressions	\$850.00

GEO-FENCING/AUDIENCE EXTENSION	
Geo-Fencing per month	\$750 minimum
Audience Extension per month	\$500 minimum

ADDITIONAL DIGITAL OPTIONS AVAILABLE	
Extra Options as Add-Ons that can be used as part of overall contract. Your recruiters can contact us directly to best utilize any of these options.	
Branded Content - Custom Article or Infographic	\$5,000 per article
Paramount High Impact Digital Ad	\$40 CPM
Audience Extension - Ad Network (OMA+ 2 Targets)	\$9 CPM
YouTube True View	\$40 CPM
OTT/CTV	\$60 CPM
Pre-Roll	\$36 CPM

PRINT ADS ONLY - NO PACKAGE Des Moines Register						
	1/24 (2x3)	1/12 (2x5)	Eighth	Quarter	Half	Full
Display 8X Total	\$833.40	\$1,666.60	\$2,500	\$5,000	\$10,000	\$20,000
Display 1X Open	\$416.70	\$833.30	\$1,250	\$2,500	\$5,000	\$10,000

PRINT ADS ONLY - NO PACKAGE Iowa City Press Citizen						
	1/24 (2x3)	1/12 (2x5)	Eighth	Quarter	Half	Full
Display 8X Total	\$416.70	\$833.30	\$1,250	\$2,500	\$5,000	\$10,000
Display 1X Open	\$208.35	\$416.70	\$625	\$1,250	\$2,500	\$5,000

MAX RECRUIT Posting Options	
Single Posting with your choice of 1 Boost CareerBuilder Boost, Social Boost (Marketplace or Newsfeed) or Performance Boost	\$225
Single Posting with your choice of 2 Boosts CareerBuilder Boost, Social Boost (Marketplace or Newsfeed) or Performance Boost	\$300
Single Posting with 3 Boosts CareerBuilder Boost, Social Boost (Marketplace or Newsfeed) & Performance Boost	\$375
Add on Diversity Boost	\$50

## DIGITAL BANNERS

All sizes will run when running digital banners on desktop/mobile



**JOB TITLE**  
Department Name, College Name



**APPLY NOW!**



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Department Name, College Name



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Department Name, College Name



**APPLY NOW!**