For Inquiries and posting requests contact: **CHERYL MCDONNELL**

515.238.5148 | cmcdonnell@localiq.com

PRINT ADS



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The University of Iowa is an EO/AA employer.

EO/AA

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The University of Iowa is an EO/AA em	ployer.
EO/AA	i j

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

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	\$50

DIGITAL PRICING Banner Ads on the desmoinesregister.com			
BLENDED - MOBILE DESKTOP			
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			

DIGITAL BANNERS

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









Diversity Boost



