

illini**MEDIA** > Media Kit

2017-2018 *RATES + INFORMATION*



Advertise with us...

Illini Media has been at the heart of communications on the University of Illinois campus for over a century. Our successful, award-winning, student-run organization has served as an unparalleled training ground for students interested in all aspects of media operations. Countless numbers of professional writers, editors, photographers, artists, on-air talent and salespeople began their careers here, gaining practice expertise that complemented their academic experiences at the University.



UIUC Statistics



TOTAL CAMPUS
POPULATION:

61,697

UNDERGRADUATES

32,650

INTERNATIONAL
STUDENTS

10,037

GRADUATE
STUDENTS

11,739

FACULTY & STAFF

17,308

SOURCE: 2016-17 statistics from dmi.illinois.edu

illiniMEDIA > 217.337.8382 | advertise.illinimedia.com | effective 8/1/17



The Daily Illini and dailyillini.com put you in front of almost 62,000 University of Illinois students, faculty and staff with up-to-the minute campus, community, and sports news.



Buzz online bridges the cultural divide between the campus community and the thriving entertainment in Champaign-Urbana. Reach a wider audience that is targeted in its desire to help readers get out and have a great time.



Find your way to the Technograph, written by and for the over 8,000 undergrad and graduate students of the nationally ranked engineering program at the University of Illinois.



WPGU-FM 107.1 is the place to hear alternative music. Champaign-Urbana's hook-up for tickets to concerts, U of I sports, Krannert and Assembly Hall performances. Be a part of the fun.



Our Digital and Special Marketing options provide your business with the opportunity for a high level of exposure with a very diverse demographic, putting you directly into the hands of your potential customers on multiple platforms.

About The Daily Illini

Since 1871, The Daily Illini has been a mainstay on the University of Illinois campus and has grown into one of the country's preeminent student-run newspapers. Distributed free on campus and throughout Champaign-Urbana Mondays and Thursdays, The Daily Illini provides the campus community with its number one source for news, sports coverage, commentary, and public opinion. As a training ground for student journalists, The Daily Illini is on the cutting edge of new technology. News is reported throughout the day with updates on dailyillini.com, WPGU 107.1, and through Facebook and Twitter.

The Daily Illini's fall and spring circulation is 8,000. We are distributed free at over 150 locations on campus and in the community. In addition, hundreds of copies will be put directly in the hands of students by our marketing team.



DISPLAY RATES

Local Open Rate \$18.40

Annual Bulk Contract Rates

Plan	Column Inches	Rate Per Col. Inch
A	125"	\$14.60
B	250"	\$13.80
C	500"	\$13.05
D	750"	\$12.65
E	1000"	\$12.10
F	2500"	\$11.35
G	5000"	\$11.00

U of I Department Rate

\$10 per column inch
\$25 flat color fee

Student Organization Rate

\$5 per column inch
\$25 flat color fee

National Advertising

Rate: \$18.40 per column inch net. Bulk discounts are available.

DISPLAY AD DEADLINES

5 p.m. three business days preceding date of publication. Check with your ad rep regarding special editions and supplements or university holidays which may have special deadlines.

CLASSIFIED ADS

There are two ways to place classified ads.

Placing ads online:

Classified advertisers can place print and online classified ads directly at:

<http://www.dailyillini.com/page/classifieds>

Sign in and create an account. You have the option to place ads in print in The Daily Illini each Monday and Thursday, on our website, or both.

If you have questions or need help with your classified ad campaign, please contact us at diclassifieds@illinimedia.com or 217-337-8382.

Placing ads by phone:

If you would prefer to place your ad with us directly, our classified staff is available to take your ad over the phone or email. Please call us at 217-337-8382 or email us at diclassifieds@illinimedia.com. In addition to PAID ads for commercial businesses, we offer FREE ONLINE ads to UIUC students who sign into their accounts with "Illinois.edu" addresses. This service to UIUC students provides a more robust selection of classified ads and attracts more students to the ads you place with us.

SENDING AN AD?

Email a high-resolution PDF of your ad by 12 noon one business day prior to publication to: haveaniceday@illinimedia.com

COLOR RATES

Process Color – \$5/col. inch

- Up to a maximum charge of \$400.
- Color requests are subject to availability. Single colors are mixed from CMYK process color.
- Color rates are net.

SUBSCRIPTION RATES

Subscriptions are mailed on Friday for the week's editions. For additional information, call 217-337-8314.

One semester \$100
One year \$190

THE DAILY ILLINI

SPECIAL PLACEMENT OPTIONS

DI FRONT PAGE ADVERTISING

Only one advertiser per day can place an ad at the bottom of The Daily Illini front pages. Spots are reserved on a first-come, first-served basis and include color.

Front Page A (News)

6 col. x 3" **\$600/day** OR reserve 2 days for **\$500/day**

Front Page B (Sports)

6 col. x 3" **\$500/day** OR reserve 2 days for **\$400/day**

SUDOKU SPONSOR

Sought out by many faithful fans, the Sudoku puzzle is found in the classified section of The Daily Illini. A 2.768" x 2" ad is available on top of the puzzle every Monday and Thursday. Small but powerful, you'll benefit from the repetition of the eyes seeing this ad.

\$150/week (M and Th)

\$500 for 4 weeks

Special placement options are subject to availability

DI CROSSWORD PUZZLE SPONSOR

With a dedicated following, The Daily Illini crossword puzzle is a great place for you to build brand recognition. This 3 col. x 2.5" color space is available Mondays and Thursdays.

\$200/week (M and Th)

\$600 for 4 weeks

PREMIUM PLACEMENT

Ask your representative for available premium spots in each paper (inside front, page 3, Features page, back page). 20% added to cost of ad when this option is available.



PRE-PRINTED INSERTION RATES

Open	7X	16X
\$1,150	\$900	\$700

- Check with your ad rep for available dates.
- All insert rates are net.
- Multiple page inserts may require additional costs.

We recommend printing inserts on 70 lb. paper or better. Maximum size, flat or folded, is 11" by 11". Should inserts require special handling, cost will be passed on to the advertiser.

A sample of every preprinted insert must be submitted for approval to: The Daily Illini, 512 East Green Street, Third Floor, Champaign, IL 61820. Submissions must be received no later than 14 days prior to requested publication date.

Ship inserts no later than 7 days prior to publication date to:

The Daily Illini
c/o Peoria Journal Star
Attention: Lance Allen
1 News Plaza
Peoria, IL 61643



PRINT AD SIZES

Broadsheet Display Display Specs

- Page size: 10" x 20"
- Column width: 1.56" or 9p4 (9 picas, 4 points)
- 6 columns per page, 9 point gutters
- Display ads should be undersized 1 pica (.167") in height (Example: a 6 column x 8" ad should be produced as 10"w x 7.833"h)

COLUMNS	INCHES	PICAS
One	1.56"	9p4
Two	3.25"	19p6
Three	4.94"	29p7
Four	6.62"	39p9
Five	8.31"	49p10
Six	10"	60p

Sample Ad Sizes

1 col.	2 col.	3 col.	4 col.	5 col.	6 col.
FULL PAGE 6 col. x 20"			1/4 PAGE 3 col. x 20"		
	4 col. x 4"				
1/2 PAGE 6 col. x 10"					
	2 col. x 8"				
			1/8 PAGE 3 col. x 5"		
1 col. x 2"					

Tabloid Sizes Tabloid Specs

- Image area: 10.25" x 9.75"
- Ad sizes are modular
- Please provide ads as a PDF when submitting by email. Email ads to haveaniceday@illinimedia.com

Tabloid Publications

- Annual Best of CU issue (published Friday, November 3)
- Special interest supplements
- CI: equivalent contract inches



Full Page
10.25" x 9.75"
61p6 x 58p6
62 CI



3/4 Page
7.66" x 9.75"
46p x 58p6
46 CI



1/2 Horizontal
10.25" x 4.75"
61p6 x 28p6
30 CI



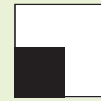
1/2 Vertical
5" x 9.75"
30p3 x 58p6
30 CI



3/8 Horizontal
7.66" x 4.75"
46p x 28p6
23 CI



3/8 Vertical
5" x 7.25"
30p3 x 43p6
23 CI



1/4 Square
5" x 4.75"
30p3 x 28p6
15 CI



1/4 Vertical
2.46" x 9.75"
14p9 x 58p6
15 CI



1/4 Banner
10.25" x 2.33"
61p6 x 14p
15 CI



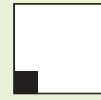
1/4 Landscape
7.66" x 3.12"
46p x 18p9
15 CI



1/8 Horizontal
5" x 2.33"
30p3 x 14p
7 CI



1/8 Vertical
2.46" x 4.75"
14p9 x 28p6
7 CI



1/16 Page
2.46" x 2.33"
14p9 x 14p
3.5 CI

Booklet Sizes



1/2 Horizontal
7.25" x 4.625"



1/2 Vertical
3.5" x 9.5"



1/4 Horizontal
7.25" x 2.25"



1/4 Vertical
3.5" x 4.625"



Full Page
7.25 x 9.5"



1/8 Page
3.5" x 2.25"



About buzz & readbuzz.com

Buzz is CU's premier online arts and entertainment website covering the local music, food, and entertainment scene like no one else. With tips on what to do in Central Illinois, buzz offers unique student views on film, food, music, theater and leisure time.

Buzz has been instrumental in forging exciting connections with the arts scene on campus and in town, uncovering CU's best-kept secrets and hot spots. From interviews with local artists, business owners, and musicians; to information about farmer's markets, festivals, and parades; to film and theatre reviews and so much more, buzz offers an intimate look at everything that makes Central Illinois a great place to live, work, and learn.

buzz in Print

Buzz magazine will print four (4) exciting and specialized guides this year. 8,000 copies of each issue are distributed throughout campus and around Champaign-Urbana reaching students, faculty, staff, and residents of the CU community.

Dining Guide

The restaurants, bars, and cafes of Champaign-Urbana are a central feature of the community and there is no question about it – students like to dine out and order in. When the time comes to make the decision of WHERE to go or WHO to call, be sure your restaurant is top-of-mind by appearing in the Dining Guide.

Best of CU

Thousands of local residents and students will vote on all the best, most interesting, and unique things about our community, which will be featured in this annual special edition of buzz. One of our biggest and most popular annual publications - buzz Best of CU will celebrate all of the wonderful things that make CU a great place. Your business in this highly sought after edition of buzz Magazine will make sure our readers connect you with the BEST OF CHAMPAIGN URBANA.

Dating Guide

Published around Valentine's Day and timed perfectly for those who need ideas about where to go and what to get their special someone. This special edition combines topics previously covered in the popular buzz Sex Edition and features date activities that range from the traditional to new and unique ideas.

Music Guide

The buzz Music Guide invites you into the local music scene around CU, bursting with talent from students and community members alike. It'll also give you the staff's take on album releases to keep an eye out for. Thanks to this guide, you'll have our two cents on musicians to get to know, a useful tool especially as we highlight the upcoming summer festivals. Enjoy!



PUBLICATION SCHEDULE

	Published	Ad Deadline
Dining Guide	09/25/17	09/18/17
Best of CU	11/03/17	10/25/17
Dating Guide	02/12/18	02/05/18
Music Guide	03/12/18	03/05/18

TABLOID SIZES



Full Page
10.25" x 9.75"
61p6 x 58p6
62 CI



1/2 Horizontal
10.25" x 4.75"
61p6 x 28p6
30 CI



1/2 Vertical
5" x 9.75"
30p3 x 58p6
30 CI



1/4 Square
5" x 4.75"
30p3 x 28p6
15 CI



1/4 Vertical
2.46" x 9.75"
14p9 x 58p6
15 CI



1/4 Banner
10.25" x 2.33"
61p6 x 14p
15 CI



1/8 Horizontal
5" x 2.33"
30p3 x 14p
7 CI



1/8 Vertical
2.46" x 4.75"
14p9 x 28p6
7 CI

TECHNOGRAPH

About Technograph

Technograph is Illini Media's quarterly magazine focusing on the latest trends and advances in science and technology and its impact on everyday life. Technograph covers such diverse, timely, and mainstream topics as the balance between network security and an individual's right to privacy, technological advances to measure head impact and concussion-like injuries in sports, how algorithms have improved prosthesis design, the development of new gels to effectively fight fires, the use of computer technology to improve crop efficiency, and the continued development of LEDs on campus.

Now produced by the award-winning staff of The Daily Illini, Technograph was first published in 1885 as Illinois Technograph, the magazine of the highly-ranked and internationally acclaimed College of Engineering at the University of Illinois, and the publication still dedicates much of its coverage to the ground-breaking research and technological advances done at the University.

Technograph Circulation

The Technograph publishes four issues annually that are available free of charge. For each issue, 8,000 copies are distributed throughout campus inside The Daily Illini, reaching students, faculty, staff and visitors at UIUC.



PUBLICATION SCHEDULE

	Published	Ad Deadline
Fall 2017	09/21/17	09/01/17
Winter 2017	11/30/17	11/09/17
Spring 2018	03/08/18	02/19/18
Summer 2018	04/26/18	04/09/18

LOCAL ADVERTISING RATES

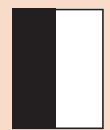
COLOR: Just \$25 per ad.

	1-2x each	3-4x each	DEPT. / RSO
Eighth Page	\$70	\$60	\$45
Quarter Page	\$130	\$115	\$70
Half Page	\$250	\$220	\$115
Full Page	\$475	\$410	\$225
Interior Cover (full color) 8.25" x 10.75" (plus bleeds)	\$1025	\$920	\$800
Back Cover (full color) 8.25" x 10.75" (plus bleeds)	\$1140	\$1025	\$900

BOOKLET SIZES



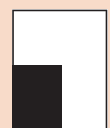
1/2 Horizontal
7.25" x 4.625"



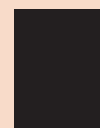
1/2 Vertical
3.5" x 9.5"



1/4 Horizontal
7.25" x 2.25"



1/4 Vertical
3.5" x 4.625"



Full Page
7.25" x 9.5"



1/8 Page
3.5" x 2.25"

DIGITAL ADVERTISING

With a number of different targeted properties, the Illini Media Digital Network can put your message directly into the hands of your customers. Local content is updated daily and is relevant to the Champaign-Urbana community. As an advertiser, you're in control of how your message is received in this very adaptable medium.

dailyillini.com

With updates throughout each day plus additional online-only content, this website is the go-to source for information about the University of Illinois campus community.

wpgu.com

Champaign's alternative rock station, WPGU 107.1-FM, provides listeners with online streaming, info on concerts and bands, great contests, music reviews, and more on wpgu.com.

readbuzz.com

Buzz is your guide to arts and entertainment in Champaign-Urbana.

Share of Voice Pricing Options

10 Ad Rotations (your ad is guaranteed to appear at least once in every 10 page views). A&B ad sizes are run of site and appear on the home page, section pages, and article pages.

ONLINE AD PRICING

10% Share of voice (your ad is guaranteed to appear at least once every 10th page view).

<i>Above the Scroll (ROS)</i>	<i>Weekly</i>	<i>Monthly</i>	<i>Fall or Spring</i>
<i>Top Banner 728 x 90 A</i>	\$175.00	\$550.00	\$1,980.00
<i>Large Block 300 x 250 A</i>	\$150.00	\$500.00	\$1,800.00
<i>Top Button 205 x 90 A</i>	\$50.00	\$150.00	\$540.00

<i>Below the Scroll (ROS)</i>	<i>Weekly</i>	<i>Monthly</i>	<i>Fall or spring</i>
<i>Bottom Banner 728 x 90 B</i>	\$50.00	\$150.00	\$540.00
<i>Large Block 300 x 250 B</i>	\$50.00	\$150.00	\$540.00
<i>Bottom Button 205 x 90 B</i>	\$25.00	\$75.00	\$270.00

MOBILE AD PRICING

25% Share of voice (your ad is guaranteed to appear at least once every 4th page view).

	<i>Weekly</i>	<i>Monthly</i>	<i>Fall or Spring</i>
<i>Mobile Banner</i>	\$150.00	\$400.00	\$1,440.00
<i>Mobile Block</i>	\$200.00	\$500.00	\$1,800.00

EMAIL SPONSORSHIP

Our email sponsorships act as digital flyering to over 2,000 email subscribers. Your ad is 728x90 px and prominently featured in a Monday or Thursday email. The deadline to sponsor an email is 3 days prior.

	<i>Weekly</i>	<i>Monthly</i>	<i>Fall or Spring</i>
<i>728x90</i>	\$100.00	\$250.00	\$600.00

Call your rep for more multi-month specials!

ONLINE AD Options



MOBILE AD Options



WPGU 107.1 FM

Format

WPGU is "Champaign's Alternative." Known for introducing Central Illinois to the best in new alternative and rock music, WPGU is the source for hits from such established bands as Weezer, Red Hot Chili Peppers, David Bowie, Cage the Elephant, Vampire Weekend, Killers, Death Cab for Cutie, Blink-182, and Pearl Jam, along with new music from the next wave of big name artists like The Black Keys, Strumbellas, Twenty One Pilots, Alt-J, The 1975, Sufjan Stevens and Matt and Kim. WPGU is also proud to play great music from local bands in regular rotation, such as Tara Terra, Church Booty, Rebecca Rego, Ashland, and Elsinore.

Audience

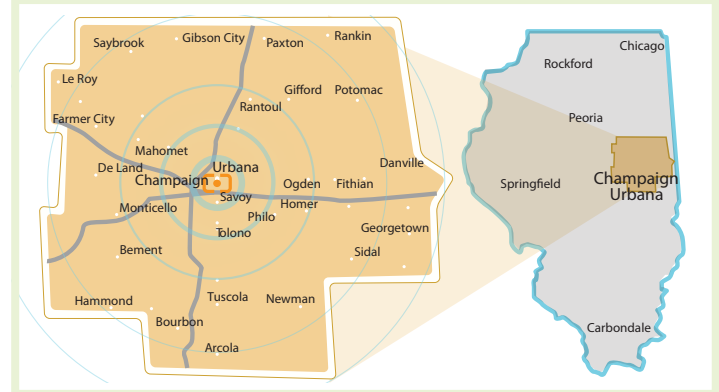
WPGU targets 18 to 34-year-old adults, including the more than 40,000 students at the University of Illinois and over 17,000 faculty and staff members, as well as the local colleges in the Central Illinois area. Our listeners can be found on campus and in the communities throughout Central Illinois. Because WPGU's format crosses generational lines, there is also a clearly defined 18 to 49-year-old audience captured. Local residents know WPGU as a radio innovator since 1953, and the station has been rocking the FM dial since 1967.

WPGU's audience of young adults is establishing brand name loyalties now as they move into their peak spending years. WPGU listeners are interested in the main stream alternative music, as well as local and indie music. Many of our listeners enjoy attending local shows in town, as well as calling in and sharing their own thoughts on our music selection.



SIGNAL

WPGU broadcasts a 3,000-watt signal, reaching an effective coverage area of 50 miles. WPGU can be heard throughout Champaign County as well as parts of Douglas, Ford, McLean, Piatt, and Vermillion Counties. WPGU.com streams worldwide.



SPONSORSHIPS OPPORTUNITIES

FLASHBACK CAFE

WPGU's longest-running specialty show, The Flashback Café airs classic and early alternative favorites Monday-Friday between Noon and 1PM.

REQUEST LIVE

Request Live encourages listeners to text in their favorite alternative requests and to hear them live on WPGU. We also host live on-air interviews with local bands during this hour. Request Live airs Monday-Friday at 5PM.

ILLINI DRIVE

Reach sports fans through WPGU's exclusive play-by-play coverage of Illini Hockey on Illini Drive on weekdays at 6PM. WPGU's sports talk show features in-depth analysis of Illini sports, coach and player interviews.

RESTAURANT OF THE MONTH

Two WPGU staffers review 1-2 meals and promote your restaurant on-air all month long!

We offer a wide variety of promotional plans and packages that can be tailored to fit your needs and budget.

Call us at 217-337-8382.

SPECIAL MARKETING OPPORTUNITIES

QUAD TABLING

Bring your brand into the heart of the campus community. The University of Illinois Quad is the heart of campus and student life, and Illini Media Company wants to bring you into the middle of this fantastic access point to students.

Illini Media Company's marketing team will plan, organize and execute a tabling event on the Quad for your company. We offer several packages so there is something that will be just right for your business and message.

*Packages start at \$500 and can be customized to fit your marketing needs.

FLYERING AND DISTRIBUTION

The Illini Media staff will put your message directly into the hands of thousands of people all over campus with our flyering service. Distribute your flyers, postcards, coupons, or other small miscellaneous items like pens, cups, key chains, and notepads to your target audience by your target audience! A detailed flyering report is provided after each flyering session.

500 flyers: \$300*
1,000 flyers: \$500*

NEW! YOURS AND OURS NEW!

Your product, accompanied by our newspaper, is distributed by our street team on or around the Quad. Our coverage ensures the best and most direct marketing to students, faculty and staff.

Your product + our paper: \$200*

* You provide the flyers or items to be distributed. Design and printing from Illini Media may be available at extra cost.



TWITTER ADVERTISING

Make social media a part of your all-encompassing advertising campaign and get your message re-tweeted by @TheDailyIllini to over 26,500 followers. This affordable medium puts your message directly in front of your target market on a platform they interact with daily.

GREAT FOR COUPONS OR STUDENT DISCOUNTS!

Available Times

9:15am, 12:15pm, 2:15pm, 4:45pm and 6:15pm. Available all week long on a first-come, first-served basis.

Pricing

1 tweet = \$40

Twitter Packages

10 tweets = \$375 = \$37.50/tweet
20 tweets = \$600 = \$30/tweet
50 tweets = \$1,000 = \$20/tweet

Twitter packages must be used within a four month time period. (add \$10/tweet to include a picture)

Special Services

TEARSHEETS

Newspapers are free and available throughout campus and at local businesses. Advertisers are encouraged to check advertisements daily. If tearsheets are needed for proof of publication, please request them as you place your ad. Requests made more than a month after publication will be honored when possible. Archived PDFs of the Daily Illini are available on dailyillini.com.

DESIGN

Advertisements placed in The Daily Illini, Buzz, and Technograph are designed free of charge.

PROOFS

Proofs are for the purpose of correcting production errors only. All changes and revisions made from advertiser's original copy will be charged at the rate of \$25 per hour at a minimum of one hour. Proofs must be returned by 12 noon, one business day before publication. After 12 noon, corrections will be made only as time permits. Changes to ads past deadline: \$25

Terms & Policies

GENERAL RATE POLICY

- All advertising rates are net, except the published Daily Illini gross national rate and national radio rates. Rates are not commissionable.
- To qualify for bulk contract or frequency contract rates, an advertiser must have a signed agreement and credit application on file with Illini Media.
- DAILY ILLINI-Advertisers will be subject to extra assessment (short-rate) or credit rebate (long-rate) upon termination of agreement period. Extra assessment will be equal to the number of inches run by the advertiser multiplied by the difference between the signed contract rate and the rate of the contract level fulfilled. Credit rebate for The Daily Illini will equal the number of inches run multiplied by the difference between the signed contract rate and the rate of the contract level fulfilled.
- BUZZ-Online ads will be subject to extra assessment or credit rebate upon termination of agreement period. Extra assessment will be based on the number of ads run and their sizes, and the difference between the signed contract rate and the rate of the contract level fulfilled. Credit rebate will be based on the number of ads run and their sizes, and the difference between the signed contract rate and the rate of the contract level fulfilled.
- Publisher reserves the right to charge full-price for ads cancelled after deadline.
- Publisher reserves the right to sell special promotion and advertising packages that carry special rates.
- Publisher reserves the right to revise schedule of rates by giving 30 days written notice.
- Emailed ads received after deadline are subject to a \$25 late fee.

TERM OF PAYMENT

- Advertisers who do not have approved credit are required to pay at the time they place their advertising.
- All payments due from clients with approved credit are payable upon receipt of billing.
- Payment in advance is required for these types of ads: student organizations, sublets, roommates wanted, political, spring break travel, "going out of business," psychic, massage and exotic dancer.
- Advertisements from advertisers whose accounts are unpaid for after 60 days may be stopped until payment is received and balances are current. Failure to pay in a timely manner may result in revocation of credit privileges. Accounts may be assessed a 1.5% per month (18% annual) service charge on unpaid balances after 59 days.
- The University of Illinois departments should provide a departmental purchase order number or p-card when placing ads.
- Visa, MasterCard, American Express, and Discover cards are accepted.

CONTRACT AND COPY GUIDELINES

- All advertising is subject to approval by Illini Media. Only publication or broadcast of an advertisement denotes acceptance of an advertisement.
- Ads sent via email or on removable media should be submitted when making a space reservation.
- If publisher agrees to print or broadcast ad copy furnished to Illini Media after deadline, advertiser waives the right to receive a proof. Publisher is not responsible for errors in late copy.
- Publisher reserves the right to use original copy without changes other than changes to correct publisher's errors.
- Illini Media is not responsible for errors in copy which do not decrease the value of the advertisement.
- Liability for any errors is limited to the cost of the space or time occupied by erroneous advertisement and is limited to the first insertion per day of such error. Requests for adjustment must be made within 30 days of publication or broadcast.
- Placement or page position can be requested but will not be guaranteed, except for standard paid premium placement positions, when available. Guaranteed position may not be available when color is required.

Additional resources for advertisers and a list of FAQs are available at:
<http://advertise.illinimedia.com>

CONTACT US

Advertising: 217.337.8382

Fax: 217.337.8303

Main Line: 217.337.8300

Address:

512 E. Green Street
Third Floor
Champaign, IL 61820

Campus Mail:

MC-497

STAFF

CO PUBLISHERS/ GENERAL MANAGERS

Kit Donahue
Melissa Pasco

BUSINESS SALES DIRECTOR

Melissa Pasco
mgpasco@illinimedia.com

PRODUCTION DIRECTOR

Kit Donahue
kit@illinimedia.com

OPERATIONS AND MARKETING DIRECTOR

Nancy Walker
nwalker@illinimedia.com

SALES TEAM

sales@illinimedia.com
217.337.8382



AUGUST 2017

S	M	T	W	R	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31*		

SEPTEMBER 2017

S	M	T	W	R	F	S
					1	2
3	4	5	6	7*	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28*	29	30

OCTOBER 2017

S	M	T	W	R	F	S
1	2	3	4	5	6	7
8	9	10	11	12*	13	14
15	16	17	18	19	20	21
22	23	24	25	26*	27	28
29	30	31				

NOVEMBER 2017

S	M	T	W	R	F	S
			1	2	3	4
5	6	7	8	9*	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER 2017

S	M	T	W	R	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JANUARY 2018

S	M	T	W	R	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY 2018

S	M	T	W	R	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

MARCH 2018

S	M	T	W	R	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL 2018

S	M	T	W	R	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY 2018

S	M	T	W	R	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JUNE 2018

S	M	T	W	R	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JULY 2018

S	M	T	W	R	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST 2018

S	M	T	W	R	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

- The Daily Illini publishing dates are in **BLACK** on the calendar.
- **Special issues** are marked in **RED**.
- Extra football content will be in **Thursdays DI** on home game weekends and is marked with an **ORANGE ***.

SPECIAL ISSUES 2017-2018

FALL 2017	FORMAT	PUB. DATE	DEADLINE
International Guide	Tabloid	Tues. Aug 15	Thur. July 27
Move-In Edition	Broadsheet	Wed. Aug 23	Thur. Aug 10
Quad Day Edition	Broadsheet	Sun. Aug 27	Mon. Aug 14
Welcome Back Edition	Broadsheet	Mon. Aug 28	Thur. Aug 17
Fall Career Guide	Tabloid	Thur. Sept 7	Wed. Aug 30
Technograph (Fall)	Booklet	Thur. Sept 21	Fri. Sept 1
Buzz Dining Guide	Tabloid	Mon. Sept 25	Mon. Sept 18
Fall Housing Guide	Tabloid	Mon. Oct 9	Fri. Sept 29
Homecoming Guide	Tabloid	Mon. Oct 23	Mon. Oct 16
Buzz Best of CU	Tabloid	Fri. Nov 3	Wed. Oct 25
Dads Weekend Guide	Tabloid	Thur. Nov 9	Thu. Nov 2
Salary Guide	Tabloid	Mon. Nov 13	Mon. Nov 6
Technograph (Winter)	Booklet	Thur. Nov 30	Thur. Nov 9
Holiday Guide	Tabloid	Mon. Dec 4	Mon. Nov 27
Finals Edition	Broadsheet	Thur. Dec 14	Mon. Dec 11
Semester in Review Edition	Broadsheet	Mon. Dec 18	Wed. Dec 13

SPRING 2018	FORMAT	PUB. DATE	DEADLINE
Spring Welcome Back Edition	Broadsheet	Tues. Jan 16	Wed. Jan 10
Spring Career Guide	Tabloid	Mon. Jan 29	Mon. Jan 22
Buzz Dating Guide	Tabloid	Mon. Feb 12	Mon. Feb 5
Spring Housing Guide	Tabloid	Mon. Feb 19	Fri. Feb 9
Technograph (Spring)	Booklet	Thur. Mar 8	Mon. Feb 19
Buzz Music Guide	Tabloid	Mon. Mar 12	Mon. Mar 5
Mom's Weekend Guide	Tabloid	Thur. Apr 12	Thur. Apr 5
Ebert Film Festival Guide	Booklet	Mon. Apr 16	Fri. Mar 16
Technograph (Summer)	Booklet	Thur. Apr 26	Mon. Apr 9
Graduation Guide	Tabloid	Mon. Apr 30	Mon. Apr 23
Finals Edition	Broadsheet	Thur. May 3	Mon. Apr 30
Semester in Review Edition	Broadsheet	Mon. May 7	Wed. May 2
Campus Navigator	Tabloid	Wed. May 23	Wed. May 9

SUMMER 2018	FORMAT	PUB. DATE	DEADLINE
New Student Edition	Broadsheet	Wed. July 18	Thur. June 21

Important U of I Dates

FALL 2017	SPRING 2018	SUMMER 2018			
Residence Halls Open	Aug 24	Residence Halls Open	Jan 14	Summer Session I	May 14
Quad Day	Aug 27	MLK Day (no classes)	Jan 15	Memorial Day	May 28
Instruction Begins	Aug 28	Instruction Begins	Jan 16	Final Exams	By June 9
Labor Day (no class)	Sept 4	Spring Vacation	Mar 17-25	Summer Session II	June 11
Thanksgiving Holiday	Nov 18-26	Instruction Resumes	Mar 26	Independence Day	July 4
Instruction Resumes	Nov 27	Instruction Ends	May 2	Summer Session Ends	Aug 2
Instruction Ends	Dec 13	Reading Day	May 3	Reading Day	Aug 2
Reading Day	Dec 14	Final Exams	May 4-11	Final Exams	Aug 3-4
Final Exams	Dec 15-21	Commencement	May 12-13		



For more information or to place an advertisement, call **217-337-8382**.