

THE NORTHERN IOWAN

ADVERTISING RATES & INFORMATION 2025-26

The Northern Iowan has been serving the University of Northern Iowa and local community since 1892.

Advertisers have the opportunity to reach out to the UNI population of over 9,000 students and readers in the community through our platforms.



L011 Maucker Union | Cedar Falls, IA 50614-0166 | northernian.com
northernian0001@uni.edu | Adviser - christopher.martin@uni.edu



PUBLICATION SCHEDULE 2025-26

AUGUST

S	M	T	W	T	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

SEPTEMBER

S	M	T	W	T	F	S
31	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

S	M	T	W	T	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

S	M	T	W	T	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

DECEMBER

S	M	T	W	T	F	S
30	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			

JANUARY

S	M	T	W	T	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

S	M	T	W	T	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

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
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29	30	31				

APRIL

S	M	T	W	T	F	S
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MAY

S	M	T	W	T	F	S
					1	2
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17	18	19	20	21	22	23
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The Northern Iowan
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www.northerniowan.com

ADVERTISEMENT RATES

2025-2026

Print Ad Pricing

1-160 inches \$8.55/inch

National Advertisers \$8.55/inch

Business Builder \$7.55/inch

On-Campus \$5.90/inch

Preprinted inserts* (one page) \$75/1,000 net

Preprinted inserts* (multiple pages) \$100/1,000 net

Spot Color \$65

Full Color \$120

News Rack Pricing

On-Campus \$100/month

Off-Campus \$200/month

Web Ad Pricing

Banner Ad \$150/week

Box Ad \$100/week

THE **N**ORTHERN IOWAN

PRINT ADVERTISEMENT SIZES

Please note: The paper dimensions are sized as column (width) x inch (height). Below the large numbers is the exact inch conversation size if designing ad in a program other than Adobe InDesign.

\$8.55 /inch open rate - \$7.55/inch contract rate		Full Color +\$120	Spot Color +\$65
5x15 10x15 (full page)	\$641.25 \$566.25	2x15 3.95x15 \$256.50 \$226.50	
3x7.5 5.95x7.5 \$192.38 \$169.88		2x4 3.95x4 \$68.40 \$60.40	
		2x2 3.95x2 \$34.20 \$30.20	
	5x7.5 10x7.5 (half page) \$320.63 \$283.13		
	5x3 10x3 \$128.25 \$113.25		

ADVERTISEMENT SAMPLE

2025-2026

We can stop HIV, Iowa—
by protecting our sexual health when we **talk, test, treat.**

talk

test

treat

Get tested! It's the only way to **know for sure** if you have an STI or HIV.

Many STIs **don't cause any symptoms**, so you could have one and **not know**.

If you don't feel like you can ask your regular provider for an STI or HIV test, find a clinic that provides free or low-cost confidential testing.

All STIs, including HIV, are **treatable**. If you test positive for an STI, work with your healthcare provider to get the right treatment.

Ask about the best way to get your partner tested and treated. Avoid having sex until you and your sex partner both finish treatment.

If you test positive for HIV, your provider or testing location will help connect you to **treatment and resources!**

STI Awareness Week is April 13–19—but you can take care of your sexual health all year!
Learn more & find free testing near you at stophiviowa.org.



**STOP
HIV
IOWA**

This 5x5 advertisement was placed in five print issues. It was roughly \$390 per advertisement, both of which were printed in color.

To place an order for print or online advertisements, please contact Northern Iowan Advisor, Chris Martin
christopher.martin@uni.edu

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