



illiniMEDIA > 2016-2017

MEDIA KIT

RATES & INFORMATION

The Daily Illini · Buzz · Illio · Technograph · WPGU 107.1
University of Illinois at Urbana-Champaign

THE DAILY ILLINI

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.

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

DI Circulation

The Daily Illini's fall and spring circulation is 8,000, distributed free at over 150 locations on campus and in the community.



UIUC STATISTICS

Total Campus Population:

45,842



UNDERGRADUATES

31,302

INTERNATIONAL STUDENTS

9,749

GRADUATE STUDENTS

9,762

FACULTY & ACADEMIC PROFESSIONALS

5,376



THE DAILY ILLINI

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
H	10,000"	\$9.60

U of I Department Rate

\$11.25 per column inch
\$10.90 per column inch with 400" annual agreement

Student Organization Rate

\$8.95 per column inch

New Student Edition and Welcome Back Edition

Twice the published rates.

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 which may have special deadlines. You should also ask about advance deadlines due to university holidays and vacations.

SENDING AN AD?

Email a high-resolution PDF of your ad by 2 p.m. one business day prior to publication to: haveaniceday@illinimedia.com

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 directly at dclassifieds@illinimedia.com or 217-337-8337.

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 217-337-8337 or email us at dclassifieds@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.

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# 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, Champaign, IL 61820. Submissions must be received no later than 7 (seven) days prior to publication date.

Once orders are approved, preprinted inserts must arrive three business days in advance.

Ship To:

The Daily Illini
c/o The News-Gazette
Attention: Steve Hall
48 Main Street
Champaign, IL 61824

COLOR RATES

Process Color – \$5/col. inch

- Up to a maximum charge of \$485.
- Color requests are subject to availability. Single colors are mixed from CMYK process color.
- Color rates are net.

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**

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.

SUDOKU SPONSOR

Sought out by many faithful fans, the Sudoku puzzle is found in the classified section of The Daily Illini. A 2.85" x 2" black & white ad is available on top of the puzzle, daily. Small but powerful, you'll benefit from the repetition of the eyes seeing this ad. **\$150/week** (M and Th) **\$500** for 4 weeks

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" black & white space is available Mondays and Thursdays. **\$200/week** (M and Th) **\$600** for 4 weeks

Print Ad Sizes

Broadsheet Display

Display Specs

- Page size: 10" x 21.5"
- 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.
					21.5"
					21"
			3 col. x 21.5"		20"
					19"
					18"
					17"
					16"
					15"
			4 col. x 7"		14"
					13"
					12"
					11"
					10"
					9"
			2 col. x 2"		8"
					7"
					6"
			5 col. x 4"		5"
					4"
					3"
					2"
					1"
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 11)
- Special interest supplements
- CI : equivalent contract inches



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



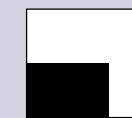
3/4 Page
7.66" x 9.75"
46p x 58p6
46 CI



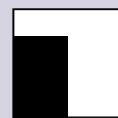
1/2 Horizontal
10.25" x 4.75"
61p6 x 28p6
30 CI



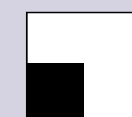
1/2 Vertical
5" x 9.75"
30p3 x 58p6
30 CI



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



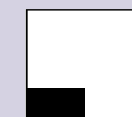
1/4 Square
5" x 4.75"
30p3 x 28p6
15 CI



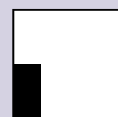
1/4 Vertical
2.46" x 9.75"
14p9 x 58p6
15 CI



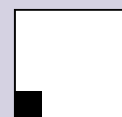
1/4 Banner
10.25" x 2.33"
61p6 x 14p
15 CI



1/8 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

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. It is available free of charge to all students, faculty, staff, and visitors at UIUC. For each issue, 8,000 copies are distributed throughout campus inside The Daily Illini, reaching students, faculty, and staff.



PUBLICATION SCHEDULE

Published Ad Deadline

Fall 2016	09/15/16	09/01/16
Winter 2016	12/01/16	11/10/16
Spring 2017	03/09/17	02/23/17
Summer 2017	04/27/17	04/13/17

LOCAL ADVERTISING RATES

COLOR: Just \$25 per ad.

	1-2x each	3-4x each	RSO
Eighth Page 3.5" x 2.25"	\$70	\$60	\$45
Quarter Page 7.25" x 2.25" or 3.5" x 4.625"	\$130	\$115	\$70
Half Page 7.25" x 4.625" or 3.5" x 9.5"	\$250	\$220	\$115
Full Page 7.25" x 9.5"	\$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



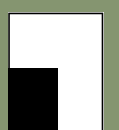
1/2 Horizontal
7.25" x 4.625"



1/2 Vertical
3.5" x 9.5"



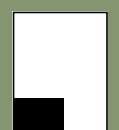
1/4 Horizontal
7.25" x 2.25"



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. Peruse through articles on community events, including online-only content.

TWITTER ADVERTISING

Make social media a part of your all-encompassing advertising campaign and get your message re-tweeted by @TheDailyIllini to more than 24,000 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

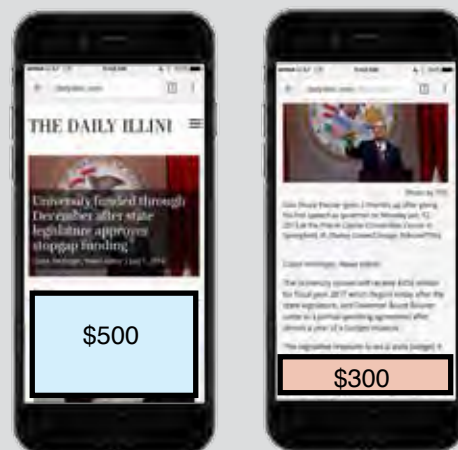
1 tweet = \$40

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)

MOBILE 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 the Young the Giant, Red Hot Chili Peppers, Green Day, Nirvana, Vampaire Weekend, Jack White, Death Cab for Cutie, Blink 182, and Beck, along with new music from the next wave of big name artists like The Black Keys, Chvrches, Bastille, Alt-J, Catfish and the Bottlemen and Lorde. WPGU is also proud to play great music from local bands in regular rotation, such as Santah, The 92's, Withershins, Euriah and Elsinore.

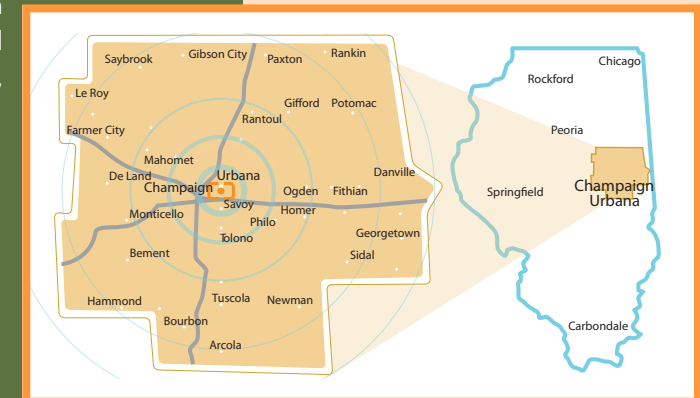
Audience

WPGU targets 18 to 34-year-old adults, including the more than 40,000 students at the University of Illinois and nearly 11,000 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

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

WPGU's longest-running specialty show, **The Flashback Café** airs classic and early alternative favorites Monday-Friday between Noon and 1PM. **Loud & Local**, airing Sunday nights at 9PM, is a showcase for local musicians and features the best tracks from the region's many talented musicians. **Request Live** encourages listeners to text in their favorite alternative requests and to hear them live on WPGU. Request Live airs Monday-Friday at 5PM.

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

Call us at 217-337-8382.



ONLINE AD Options

\$560
\$150
\$400
\$100
\$125
\$65
\$500
\$300

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.

	10% share
Above the Scroll (ROS)	Month
Top Banner 728 x 90 A	\$560.00
Large Block 300 x 250 A	\$400.00
Top Button 205 x 90 A	\$150.00
Below the Scroll (ROS)	Month
Bottom Banner 728 x 90 B	\$125.00
Large Block 300 x 250 B	\$100.00
Bottom Button 205 x 90 B	\$65.00

	Mobile Banner	Mobile Block
Month (25% share)	\$300.00	\$500.00

Call your rep for multi-month discounts!

Multi-Media Opportunities

Revenue-Based Multimedia Contracts

Illini Media now offers revenue-based contracts for businesses with a planned advertising budget seeking a nice media mix for their advertising dollars. The contracts are based on annual financial commitments and begin the day you run your first ad. All dollars spent count towards contract fulfillment. (Ask your rep for terms and policies and full WPGU rate card.)

- \$2,500** **PLAN A (\$14.60)** rates for The Daily Illini; 10% off prevailing rates on WPGU; Reduced Tweet rate \$35
- \$5,000** **PLAN B (\$13.80)** rates for The Daily Illini; 10% off prevailing rates on WPGU; Reduced Tweet rate \$35
- \$7,500** **PLAN C (\$13.05)** rates for The Daily Illini; 10% off prevailing rates on WPGU; Reduced Tweet rate \$30
- \$10,000** **PLAN D (\$12.65)** rates for The Daily Illini; 10% off prevailing rates on WPGU; Reduced Tweet rate \$30, 10% off flyering, \$900 for pre-printed inserts
- \$15,000** **PLAN E (\$12.10)** rates for The Daily Illini; 15% off prevailing rates on WPGU; Reduced Tweet rate \$25, 15% off flyering, \$900 for pre-printed inserts
- \$20,000** **PLAN F (\$11.35)** rates for The Daily Illini; our lowest published rates on WPGU; Reduced Tweet rate \$20, 20% off flyering, \$700 for pre-printed inserts
- \$25,000+** For Revenue-Based Multimedia Contracts greater than \$25,000, contact your sales representative for a customized discount package.

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*

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

FRONT PAGE STICKY NOTES

What's not black and white and is stuck all over? Your 3" x 3" sticky note jumping off the front page of The Daily Illini.

\$1,500 (you provide the sticky notes)
\$2,000 (we take care of the printing)

OUTDOOR RACK ADVERTISING

The Daily Illini is distributed throughout the Champaign-Urbana campus. Our outdoor racks are often located at busy bus stops and intersections. Reach both pedestrian and auto traffic with your message on an outdoor rack.

\$650/month showing on 20+ racks.



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 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 2 p.m. one business day before publication. After 2 p.m., 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
Classified: 217.337.8337
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**
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Melissa Pasco

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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 2016

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 2016

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 2016

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 2016

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 2016

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

JANUARY 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				

FEBRUARY 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				

MARCH 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	

APRIL 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						

MAY 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			

JUNE 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	

JULY 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					

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		

• The Daily Illini publishing dates are in **BOLD** 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 ***.

• **Buzz Best of CU** is published Fri., Nov. 11 and is marked in **PURPLE**.

SPECIAL ISSUES 2016-2017

FALL 2016	FORMAT	PUB. DATE	DEADLINE
Move-In Edition	Broadsheet	Fri, Aug 12	Wed, July 20
Quad Day Edition	Broadsheet	Fri, Aug 19	Wed, Aug 10
Welcome Back Edition	Broadsheet	Mon, Aug 22	Fri, Aug 12
International Guide	Tabloid	Mon, Aug 29	Mon, Aug 22
Football Preview	Tabloid	Thu, Sept 1	Thu, Aug 25
Fall Career Guide	Broadsheet	Tue, Sept 6	Tue, Aug 30
Technograph (Fall)	Booklet	Thu, Sept 15	Thu, Sept 1
Dining Guide	Tabloid	Thu, Sept 29	Fri, Sept 22
Fall Housing Guide	Tabloid	Mon, Oct 10	Fri, Sept 30
Homecoming Guide	Tabloid	Mon, Oct 24	Mon, Oct 17
Election Edition	Broadsheet	Mon, Oct 31	Wed, Oct 26
Dads Weekend Guide	Tabloid	Thu, Nov 3	Thu, Oct 27
Basketball Preview	Tabloid	Mon, Nov 7	Mon, Oct 31
Buzz Best of CU	Tabloid	Fri, Nov 11	Wed, Nov 2
Salary Guide	Tabloid	Mon, Nov 14	Mon, Nov 7
Technograph (Winter)	Booklet	Thu, Dec 1	Thu, Nov 10
Holiday Guide	Tabloid	Mon, Dec 5	Mon, Nov 28
Finals Edition	Broadsheet	Thu, Dec 8	Mon, Dec 5
Semester in Review Issue	Broadsheet	Mon, Dec 12	Wed, Dec 7

SPRING 2017	FORMAT	PUB. DATE	DEADLINE
Spring Welcome Back Edition	Broadsheet	Tue, Jan 17	Wed, Jan 11
Spring Career Guide	Broadsheet	Mon, Jan 30	Mon, Jan 23
Dating Guide	Tabloid	Thu, Feb 9	Thu, Feb 2
Spring Housing Guide	Tabloid	Mon, Feb 27	Fri, Feb 17
Technograph (Spring)	Booklet	Thu, Mar 9	Thu, Feb 23
Mom's Weekend Guide	Tabloid	Thu, Apr 6	Thu, Mar 30
Ebert Film Festival Guide	Booklet	Mon, Apr 17	Fri, Mar 17
Technograph (Summer)	Booklet	Thu, Apr 27	Thu, Apr 13
Graduation Guide	Tabloid	Mon, May 1	Mon, Apr 24
Finals Edition	Broadsheet	Thu, May 4	Mon, May 1
Year in Review Issue	Broadsheet	Mon, May 8	Wed, May 3
Campus Navigator	Tabloid	Wed, May 24	Wed, May 10

SUMMER 2017	FORMAT	PUB. DATE	DEADLINE
New Student Edition	Broadsheet	Wed, July 19	Thu, June 22

Important U of I Dates

FALL 2016	SPRING 2017	SUMMER 2017			
Residence Halls Open	Aug 18	Residence Halls Open	Jan 15	Summer Session I	May 15
Quad Day	Aug 21	MLK Day (no classes)	Jan 16	Memorial Day	May 29
Instruction Begins	Aug 22	Instruction Begins	Jan 17	Summer Session II	June 12
Labor Day (no class)	Sept 5	Spring Vacation	Mar 18-26	Independence Day	July 4
Thanksgiving Holiday	Nov 19-27	Instruction Resumes	Mar 27	Summer Session Ends	Aug 3
Instruction Resumes	Nov 28	Instruction Ends	May 3	Reading Day	Aug 3
Instruction Ends	Dec 7	Reading Day	May 4	Final Exams	Aug 4-5
Reading Day	Dec 8	Final Exams	May 5-12		
Final Exams	Dec 9-16	Commencement	May 14		



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