

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!

ONLINE AD Options

Ad placements shown on the website screenshot include:

- Top banner: \$560
- Right sidebar: \$150
- Large block: \$400
- Bottom banner: \$125
- Bottom button: \$65
- Mobile banner: \$100

A vertical arrow labeled "SCROLL" indicates the page layout.

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
<i>Above the Scroll (ROS)</i>	<i>Month</i>
Top Banner 728 x 90 A	\$560.00
Large Block 300 x 250 A	\$400.00
Top Button 205 x 90 A	\$150.00
<i>Below the Scroll (ROS)</i>	<i>Month</i>
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
<i>Month (25% share)</i>	\$300.00	\$500.00

Call your rep for multi-month 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

Mobile Banner Ad: \$500

Mobile Block Ad: \$300