

Argonaut Digital

Reach thousands of readers through The Argonaut's digital presence. Web ads run in every story on uiargonaut.com. Sponsored stories, our weekly newsletter and our social media accounts offer even more opportunities.

We offer free design services and analytics on your ad campaign's success.

Package Deals

- **Vandal** – One-month web tile, Facebook and Instagram posts, newsletter bottom tile, digital sponsored story (writing is \$50 extra): **\$500**
- **Brave & Bold** – One-month web tile, Facebook and Instagram posts, newsletter bottom tile: **\$400**
- **Gold** – One-month web tile, Facebook post: **\$325**
- **Silver** – One-month web tile, newsletter bottom tile: **\$300**
- **Custom** – We'll help you reach the audience you want at the price you want.

A la Carte

- **Web tile**
Weekly: **\$100**
Monthly: **\$375**
- **Newsletter**
Top banner: **\$75**
Middle tile: **\$50**
Bottom tile: **\$35**
Bottom banner: **\$35**
- **Social**
Facebook: **\$80**
Instagram: **\$55**
- **Sponsored Story:**
You write: **\$150**
We write: **\$200**

Ask us for dimensions and file types.

Argonaut Print

The Argonaut's print edition publishes four times in Fall 2023, on dates linked to major campus events and special inserts – so your ad will draw the largest audience.

We print 3,000 copies for distribution across the UI campus and Moscow community.

We offer free design services, or you can provide your ad's design and all ads are in color!

Fall 2023 Calendar

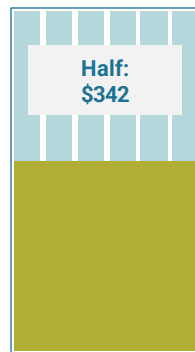
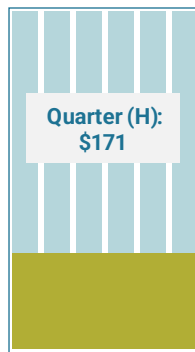
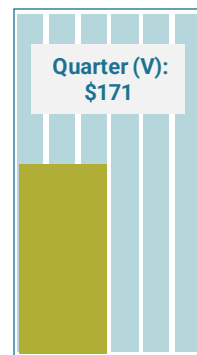
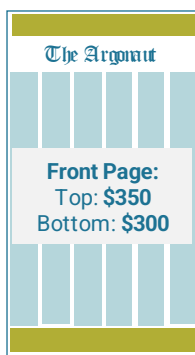
- **Thursday, Sept. 7**
- **Thursday, Oct. 5**
- **Thursday, Nov. 2**
- **Thursday, Dec. 7**

*Publication dates are subject to change.
Special rates apply for our Best of Moscow and Housing Guide supplements in the Spring, publication dates to be announced.*

Semester Special

Buy ads in the first 3 spring editions, receive a **FREE** equivalent ad in the fourth edition!

Standard Sizes



*Prices based on a standard rate of \$5.70 per column inch for all clients.
For ad dimensions, email us or visit our website.*

Blot Magazine

Blot, our student-run magazine, prints four times a year, in October, December, March and May. In addition to pick-up spots around the community, Blot staff members hand hundreds of magazines directly to readers on campus.

Ads capture readers' attention in our full-color, glossy magazine. We offer free design services, or you can submit your own design.

Standard Sizes



Print Inserts

Print your own poster, flyer or pamphlet, send it to the press and have it inserted into The Argonaut.

- **Single Sheet**
One time: **\$198**
4+ times annually: **\$180**
- **Multiple Pages**
One time: **\$243**
4+ times annually: **\$225**

*Ship inserts to 505 Capital St., Lewiston, ID, 83501.
Max insert size is 9" by 12".
Acceptance upon Argonaut approval.*

News Racks

Reach Argonaut readers at the places they pick up the paper most: high-traffic newsstands in the Idaho Student Union Building (3) and Bruce M. Pitman Center (2).

Ads are full-color, 11x17. We offer free design services.

- One month: **\$120/newsstand**
- Full semester: **\$300/newsstand**

Radio Underwriting

Businesses and nonprofits may purchase 30-second underwriting spots on KUOI 89.3 FM and its associated podcasts.

As an alternative to advertising, underwriting is a way for you to gain community-wide recognition for your support of KUOI and its commitment to quality and diverse programming.

For full underwriting details and regulations, visit our website at universityavenueagency.com or KUOI.org.

KUOI Shows

- **Democracy Now!**
This hour-long, independent global news show airs twice a day on weekdays.
\$50/month
- **KUOI News**
Our student-produced news show airs twice daily, with new editions 1-2 times a week during the academic year. KUOI News is also available as a podcast.
\$40/month
- **Individual KUOI Show or Podcast**
Underwrite any KUOI DJ's weekly show.
\$20/month

Policies

All advertising is subject to acceptance by The Argonaut or Blot, which reserve the right to reject ad copy.

The Argonaut or Blot does not assume financial responsibility for typographical errors in advertising unless an error materially affects the ad's meaning as determined by the Student Media Board. The Argonaut or Blot's liability shall not exceed the cost of the advertisement in which the error occurred, and a refund or credit will be given for the first incorrect insertion only. Make-goods must be called in to the student Advertising Manager (uaa@uidaho.edu) within seven working days. The Argonaut and Blot assume no responsibility for damages caused by responding to fraudulent advertisements.