



INDEX



Rate Card

2024-25

The Index

For more than a century, The Index has reported on events and issues affecting the campus and community. Issues of the paper are available across campus, as well as at selected locations throughout Kirksville. The Index is published approximately six times per semester in a news magazine format.

Black and white

	Full	1/2	1/4
Campus	\$145	\$85	\$45
Local	\$210	\$120	\$65
National	\$375	\$200	\$105

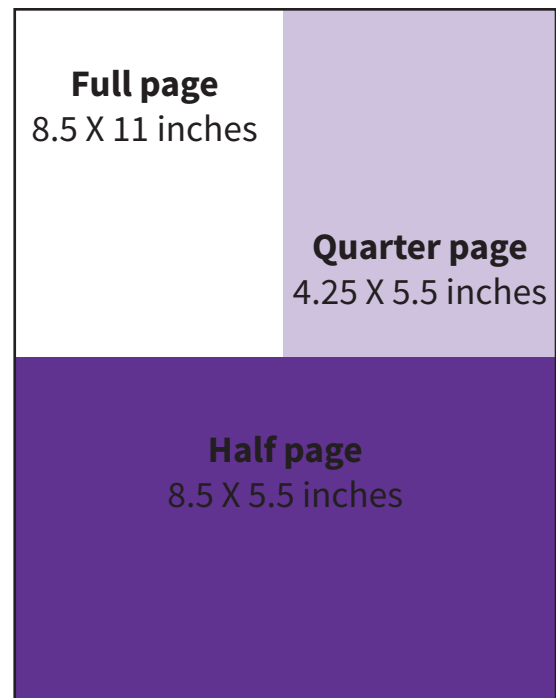
One color

	Full	1/2	1/4
Campus	\$240	\$135	\$75
Local	\$305	\$170	\$95
National	\$485	\$255	\$135

Full color

	Full	1/2	1/4
Campus	\$330	\$190	\$105
Local	\$400	\$225	\$125
National	\$590	\$315	\$165

(available on back, inside front or inside back pages)



Publication Dates Spring 2025 Semester

Jan. 30
March 27

Feb. 13
April 10

Feb. 27
April 24

TMN Digital

The TMN website, TMN.TRUMAN.EDU, is updated regularly throughout the school year with news and entertainment content. The site also houses a live-stream of the KTRM broadcast.

300 X 169

16:9 ratio for horizontal
landscape designs

300 X 225

4:3 ratio for
larger square designs

300 X 400

4:3 ratio portrait for longer
designs

Per Week:

300x169

Student = \$30, Local = \$45, National = \$60

300x225

Student = \$40, Local = \$60, National = \$80

300x400

Student = \$50, Local = \$75, National = \$100

Banner

Student = \$80, Local = \$120, National = \$160

Per Month:

300x169

Student = \$100, Local = \$150, National = \$220

300x225

Student = \$120, Local = \$200, National = \$280

300x400

Student = \$150, Local = \$250, National = \$350

Banner

Student = \$240, Local = \$400, National = \$560

KTRM

The campus radio station broadcasts over-the-air at 88.7 FM, as well as live streaming through the TMN website and podcast programming. The station features indie/alternative rock music formats, in addition to the numerous specialty shows featuring other formats, talk radio and current news and events. The station also offers play-by-play coverage of selected Truman sporting events.

Underwriting Announcements

Student/Faculty \$3/announcement \$30 minimum

Local \$5/announcement \$50 minimum

National \$25/announcement \$250 minimum

SPECIALTY PROGRAMMING

Underwriting announcements during play-by-play sports and specific specialty shows.

\$100 per sponsor per semester - includes a minimum of two announcements during each broadcast game or specialty music show. Additional sponsorship opportunities are available for limited KTRM Studios Video Productions. Contact us for more information on specialty programming sponsorship opportunities.

tmnadsales@truman.edu