

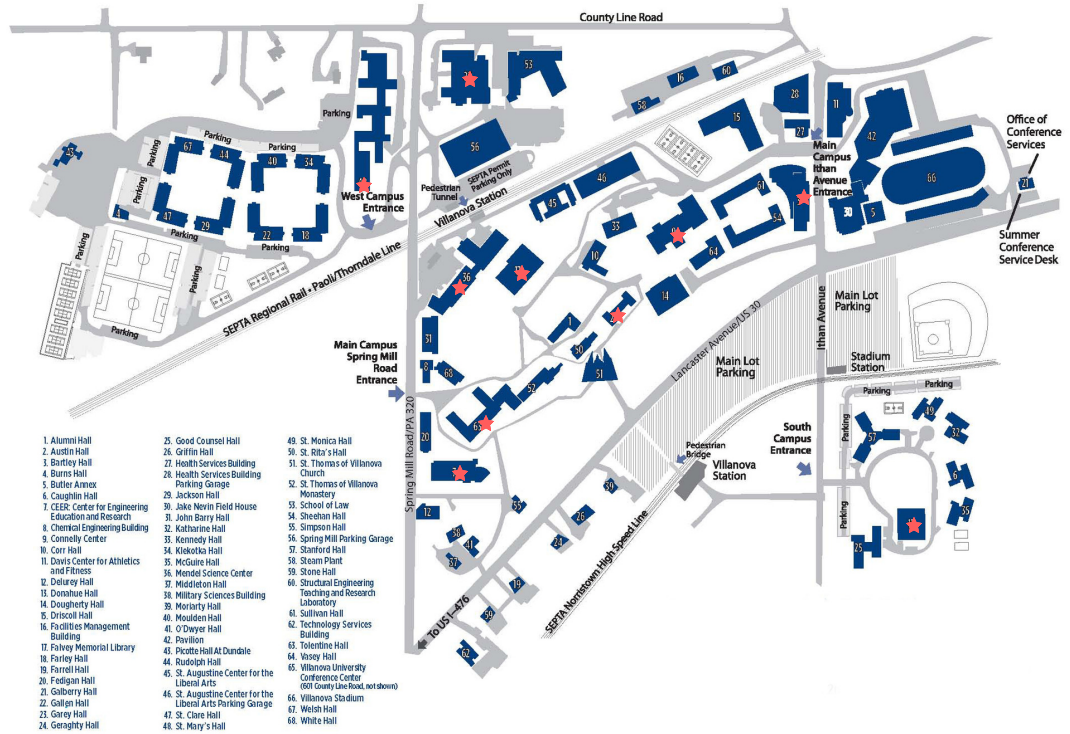


U MEDIA
GUIDE

V ABOUT US

The Villanovan is the student-run weekly newspaper for the Villanova community. The Villanovan circulates **1,800 copies** weekly on Villanova's campus, **10 times** per semester. The Villanovan is laid out on Tuesdays and is published and **distributed on Thursdays.**

The Villanovan is distributed at every location seen here.



DEADLINES

All insertion orders must be received no later than 5 p.m. EST five business days prior to publication (Thursday). All artwork must be received no later than 5 p.m. EST four business days prior to publication (Friday).

PAYMENT OPTIONS

Make checks payable to Villanova University with "The Villanovan" in the memo. Send to Villanova University, 800 E Lancaster Ave. Dougherty 217, Villanova, PA 19085. We also accept internal account transfer. Payment must be received no later than 4:30 p.m. two business days prior to publication (Tuesday).

TERMS & CONDITIONS

All advertisements are subject to final approval by the editors-in-chief and managing editor. Any artwork that does not accurately meet the requirements for placement will incur a \$25 fee for required alterations. Our Graphics Team will design ads upon request for a \$50 fee.

CONTACT

For more information or to place an ad, please contact our Management Staff at business.villanovan@villanova.edu.

ACCEPTED FILE FORMATS

Adobe PDF, JPEG, and TIFF.
Resolution: 300 DPI

OUR RATES

EXTERNAL RATES

FULL PAGE
\$750 (color)
\$675 (b&w)
10 x 15 in.

HALF PAGE
\$450 (color)
\$375 (b&w)
10 x 7.25 in.

1/8 PAGE
\$140 (color)
\$75 (b&w)
4.75 X 3.5 in.

1/4 PAGE
\$300 (color)
\$225 (b&w)
4.75 X 7 in.

FRONT PAGE BANNER
\$550 (color)
10 X 2.5 in.

BACK PAGE BANNER
\$550 (color)
10 X 2.5 in.

UNIVERSITY RATES

FULL PAGE
\$675 (color)
\$600 (b&w)
10 x 15 in.

HALF PAGE
\$375 (color)
\$300 (b&w)
10 x 7.25 in.

1/8 PAGE
\$110 (color)
\$70 (b&w)
4.75 X 3.5 in.

1/4 PAGE
\$250 (color)
\$175 (b&w)
4.75 X 7 in.

FRONT PAGE BANNER
\$475 (color)
10 X 2.5 in.

BACK PAGE BANNER
\$475 (color)
10 X 2.5 in.

STUDENT GROUPS RATES

FULL PAGE
\$500 (color)
\$425 (b&w)
10 x 15 in.

HALF PAGE
\$300 (color)
\$225 (b&w)
10 x 7.25 in.

1/8 PAGE
\$105 (color)
\$55 (b&w)
4.75 X 3.5 in.

1/4 PAGE
\$180 (color)
\$105 (b&w)
4.75 X 7 in.

FRONT PAGE BANNER
\$300 (color)
10 X 2.5 in.

BACK PAGE BANNER
\$300 (color)
10 X 2.5 in.

Prices are for a single issue. 5% discount per ad for 3 issues. 10% discount per ad for 6 issues.

V OUR MAGAZINE

Every August, The Villanovan staff publishes a magazine to welcome the incoming **freshman class** with content specific to new student interests. Every new student receives a copy with their orientation materials. Copies will also be available on campus and at other locations. This guarantees a **readership of 2,500+ students, family members and faculty.** Please see below for sizing and pricing options. Payment and artwork must be received no later than July 14.

EXTERNAL RATES

FULL PAGE 8.25 x 10.75 in. \$800	1/16 PAGE 2 x 2.75 in. \$50
HALF PAGE 8.25 x 5.375 in. \$400	1/8 PAGE 4.125 x 2.75 in. \$100
	1/4 PAGE 4.125 x 5.375 in. \$200

UNIVERSITY RATES

FULL PAGE 8.25 x 10.75 in. \$480	1/16 PAGE 2 x 2.75 in. \$30
HALF PAGE 8.25 x 5.375 in. \$240	1/8 PAGE 4.125 x 2.75 in. \$60
	1/4 PAGE 4.125 x 5.375 in. \$120

STUDENT GROUPS RATES

FULL PAGE 8.25 x 10.75 in. \$400	1/16 PAGE 2 x 2.75 in. \$25
HALF PAGE 8.25 x 5.375 in. \$200	1/8 PAGE 4.125 x 2.75 in. \$50
	1/4 PAGE 4.125 x 5.375 in. \$100

Please note that because our magazine is printed in color, we are unable to offer a discount for black and white ads.