

170123 – (Rates & specifications subject to change without notice)

Sizing Your Ad

Gazette Print Advertisements are sold by width and depth, measured in columns and agate lines respectively. (An agate line is 1/14")

An ad can be sized to accommodate your budget or you can pick from the sizes illustrated.

Column widths (picas and points)

- 1 column = 11p6 [1 15/16" (approx)]
- 2 column = 24p0 [4" (exact)]
- 3 column = 36p6 [6 1/16" (approx)]
- 4 column = 49p0 [8 3/16" (approx)]
- 5 column = 61p6 [10 1/4" (exact)]

Maximum Advertisement Height

220 agate lines [15.75" (approx)]

(Please note that ads taller than 175 agate (12.5") will be billed as 220 agates)

Pricing Your Ad

Rates are for a single ad or two or more ads. Pricing begins at \$1.30/line for a single insertion and reduces to \$0.95 for two or more insertions. **Process colour and design services are included in our rates.**

Price is determined by ad size times line rate. For example, a 2 column by 70 line ad would be a total of 140 lines. (2x70=140)

140 x line rate = your price.

In the chart to right the 2+ rate is shown in parentheses.

Creating Your Ad

You can submit artwork to us or we can create the ad for you, all included in the price of the ad. PDF is the preferred format for submitted art.

Paying For Your Ad

Payment can be made with credit card, cheque, cash or bill to your USC Finance Dept. Account.

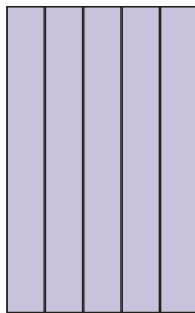
Contact us

Email dwatso4@uwo.ca
 Phone 226.268.7218(cell) or
 519.661.2111 ext.89013 (office) to book
 your ad into Western's Student Newspaper,
 The Gazette.

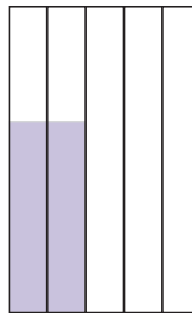
Deadlines

Ads should be ordered by noon one week prior to publication date.

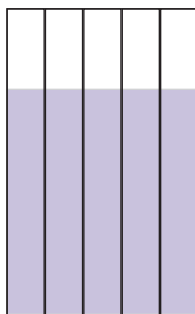
This box is 1 column inch.
 1 column wide by 1 inch high
 (1column x 14 agates)
 14 x \$1.30 = \$18.20



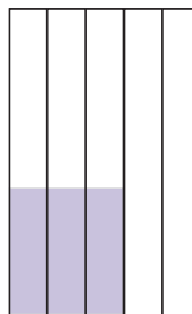
Full Page
 5x220=1100
 (10 1/4" x 15 3/4")
 \$1,430.00
 (\$1,045)



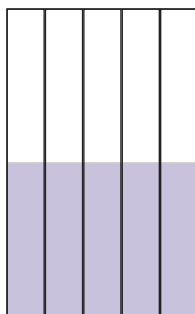
1/4 Page (Vertical)
 2x140=280
 (4" x 10")
 \$364.00
 (\$266.00)



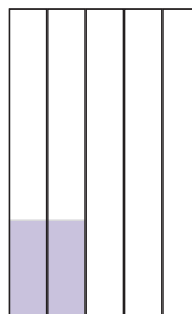
3/4 Page
 5x165=825
 (10 1/4" x 11 3/4")
 \$1,072.50
 (\$783.75)



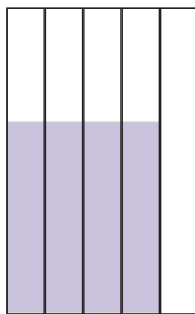
1/4 Page (Square)
 3x93=279
 (6 1/16" x 6 5/8")
 \$362.70
 (\$265.05)



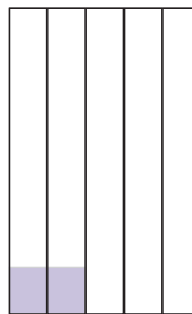
1/2 Page (Horizontal)
 5x110=550
 (10 1/4" x 7 7/8")
 \$715.00
 (\$522.50)



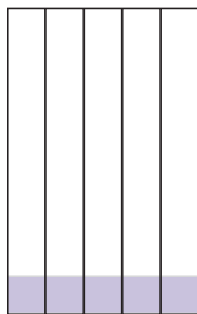
1/8 Page (Vertical)
 2x70=140
 (4" x 5")
 \$182.00
 (\$133.00)



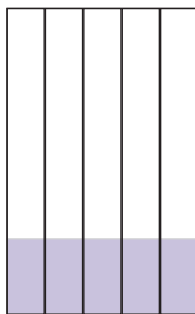
1/2 Page (Vertical)
 4x140=560
 (8 3/16" x 10")
 \$728.00
 (\$532.00)



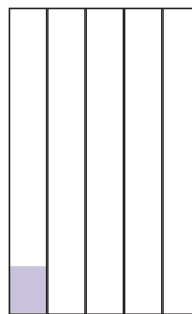
1/16 Page (Horizontal)
 2x35=70
 (4" x 2 1/2")
 \$91.00
 (\$66.50)



Front Page Basebar
 5x28=140
 (10 1/4" x 2")
 Exclusive Position
 \$350.00
 (ask about frequency discounts)



1/4 Page (Horizontal)
 5x56=280
 (10 1/4" x 4")
 \$364.00
 (\$266.00)



1/32 Page
 1x35=35
 (1 15/16" x 2 1/2")
 \$45.50
 (\$33.25)

