

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 1¹/₁₆" (approx)]
 2 column = 24p0 [4" (exact)]
 3 column = 36p6 [6 1¹/₁₆" (approx)]
 4 column = 49p0 [8 3¹/₁₆" (approx)]
 5 column = 61p6 [10 1¹/₄" (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, for an additional artwork fee. 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.

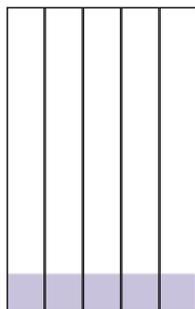
Contact us

E-mail adoffice@uwo.ca or call 519-661-3579 to book your ad into Western's only Student Newspaper: The Gazette. Room 263d, UCC, Western University, London ON N6A 3K7

Deadlines

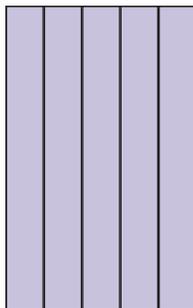
Ads should be ordered by noon one week prior to publication date.

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



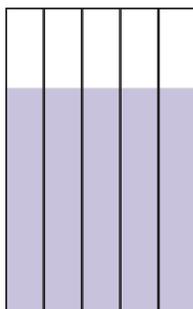
Front Page Basebar

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



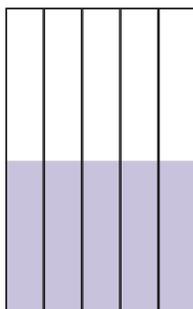
Full Page

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



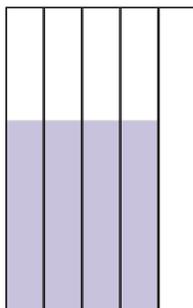
3/4 Page

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



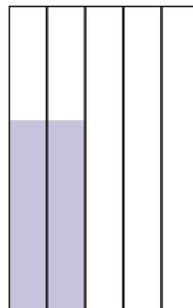
1/2 Page (Horizontal)

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



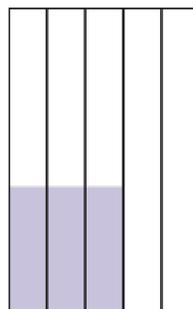
1/2 Page (Vertical)

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



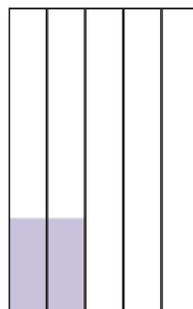
1/4 Page (Vertical)

2x140=280
 (4" x 10")
 \$364.00
 (\$266.00)



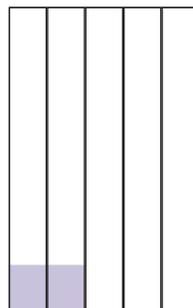
1/4 Page (Square)

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



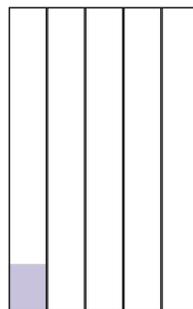
1/8 Page (Vertical)

2x70=140
 (4" x 5")
 \$182.00
 (\$133.00)



1/16 Page (Horizontal)

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



1/32 Page

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

