

theGazette

150915 – (Rates & specifications subject to change without notice)

Advertising & Marketing Office
University Students' Council at Western University,
Room 263D UCC

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 among 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

Pricing is a combination of the size of the ad and how many times it will run. Size is determined by width in columns multiplied by height in agate lines.

For example, a 2 column by 70 line ad would be a total of 140 lines. (2x70=140)

140 x line rate = your price.

Pricing can vary depending on the number of ads being purchased, the size of ad and whether the ad is in colour. Call or email us and a custom quote will be created. Please provide your full contact information including email.

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.

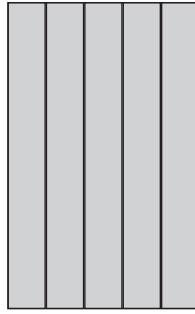
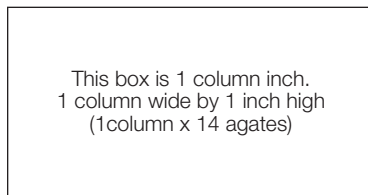
Contact us

adoffice@uwo.ca or 519-661-3579.

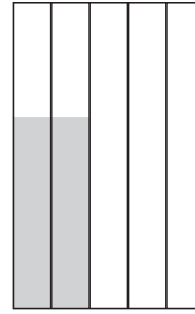
Off campus business contact Diana Watson
519.661.2111 ext89013, cell 226.268.7218

Deadlines

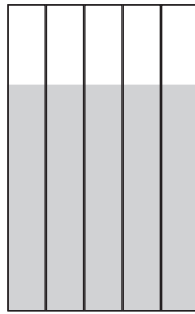
Ads should be ordered by 12 noon one week prior to publication date.



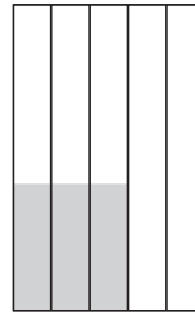
Full Page
5x220
(10 1/4" x 15 3/4")



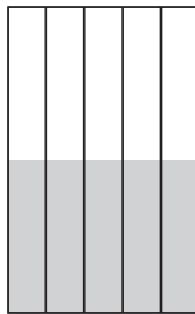
1/4 Page
(Vertical)
2x140
(4" x 10")



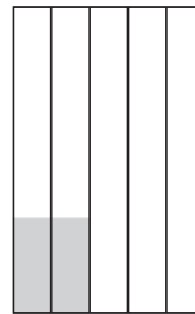
3/4 Page
5x165
(10 1/4" x 11 3/4")



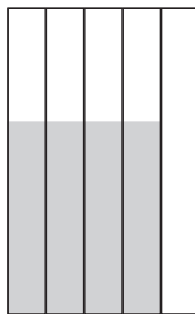
1/4 Page
(Square)
3x93
(6 1/16" x 6 5/8")



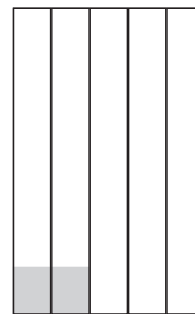
1/2 Page
(Horizontal)
5x110
(10 1/4" x 7 7/8")



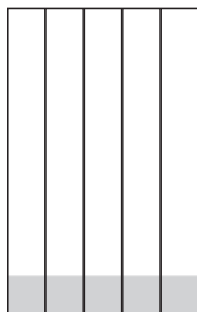
1/8 Page
(Vertical)
2x70
(4" x 5")



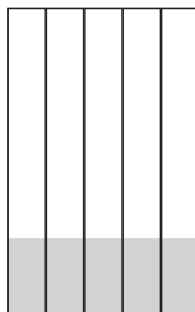
1/2 Page
(Vertical)
4x140
(8 3/16" x 10")



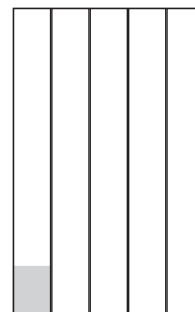
1/16 Page
(Horizontal)
2x35
(4" x 2 1/2")



Front Page
Basebar
5x28
(10 1/4" x 2")
Includes
Process Colour
Exclusive Position



1/4 Page
(Horizontal)
5x56
(10 1/4" x 4")



1/32 Page
1x35
(1 15/16" x 2 1/2")

