

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 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

Rates are for a single ad or two or more ads. Pricing begins at \$0.75/line for a single insertion and reduces to \$0.60 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 through your USC Finance Dept. Account or credit card, cheque or cash.

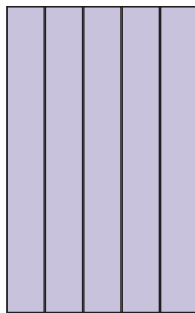
## Contact us

E-mail [adoffice@uwo.ca](mailto:adoffice@uwo.ca) or call 83579 to book your ad into Western's Student Newspaper. The Gazette, Room 263, UCC

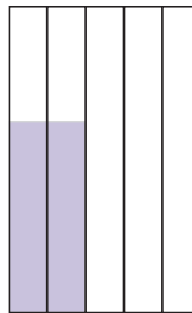
## Deadlines

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

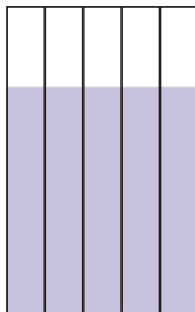
This box is 1 column inch.  
1 column wide by 1 inch high  
(1column x 14 agates)  
14 x \$0.75 = \$10.50



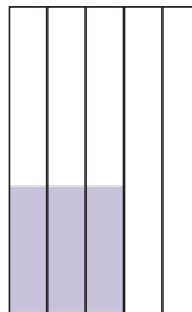
**Full Page**  
5x220=1100  
(10 1/4" x 15 3/4")  
\$825.00  
(\$660.00)



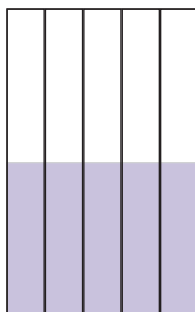
**1/4 Page (Vertical)**  
2x140=280  
(4" x 10")  
\$210.00  
(\$168.00)



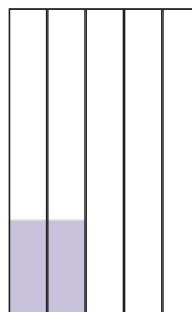
**3/4 Page**  
5x165=825  
(10 1/4" x 11 3/4")  
\$618.75  
(\$495.00)



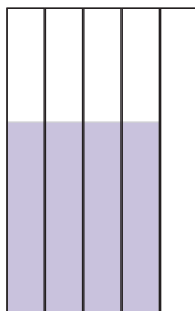
**1/4 Page (Square)**  
3x93=279  
(6 1/16" x 6 5/8")  
\$209.25  
(\$167.40)



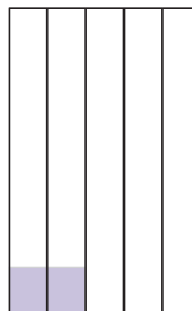
**1/2 Page (Horizontal)**  
5x110=550  
(10 1/4" x 7 7/8")  
\$412.50  
(\$330.00)



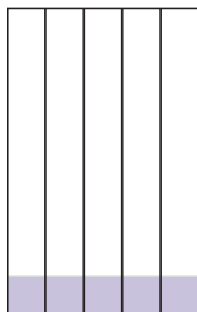
**1/8 Page (Vertical)**  
2x70=140  
(4" x 5")  
\$105.00  
(\$84.00)



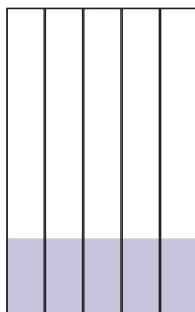
**1/2 Page (Vertical)**  
4x140=560  
(8 3/16" x 10")  
\$420.00  
(\$336.00)



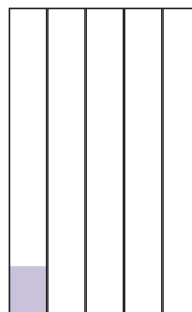
**1/16 Page (Horizontal)**  
2x35=70  
(4" x 2 1/2")  
\$52.50  
(\$42.00)



**Front Page Basebar**  
5x28=140  
(10 1/4" x 2")  
Exclusive Position  
\$287.00



**1/4 Page (Horizontal)**  
5x56=280  
(10 1/4" x 4")  
\$210.00  
(\$168.00)



**1/32 Page**  
1x35=35  
(1 15/16" x 2 1/2")  
\$26.25  
(\$21.00)

