

WESTERN NEWS

Common Ad Sizes

Eighth Page 2 col x 4 inches long	\$126.56	Half Page 5 col x 6 1/8 inches long	\$497.20
Quarter Page 3 col x 4 inches long	\$189.84	Full Page 5 col x 13 inches long	\$1,005.70

Volume Discounts

Frequency (6 issues)	up to 10%
Biweekly (min. 6 months).....	up to 15%
Weekly (min. 6 months)	up to 25%
Agency Commission 15%	Inserts \$85/1000
Color B/1 color \$150.....B/2 \$235.....B/3 \$285	
Special Positions	20% premium

Mechanical Specs.

camera ready artwork
 (typesetting and design is available for an extra charge)
 Line screens; 85, Column Widths; 1.875", Gutter; 1/4"

Circulation

10,000 copies distributed every Thursday through our campus boxes; also circulated to public libraries, hospitals, research parks, Loblaws at Masonville, and subscribers.

ACTUAL SIZE GRID RATE CARD (up to half page sizes.) **To advertise, call 519-434-9990 or email: campusad@sympatico.ca**

Inches	1 col (2 inches wide)	2 col (4 inches wide)	3 col (6 inches wide)	4 col (8 inches wide)	5 col (10 inches wide)
2"	1/32v. page 1 col x 2 inches \$31.64	(business card size) 1/16h. page 2 col x 2 inches \$63.28		1/8h. page 4 col x 2 inches \$126.56	
4"	1/16v. page 1 col x 4 inches \$63.28	1/8v. page 2 col x 4 inches \$126.56	1/4h. page 3 col x 4 inches \$189.84		
6 1/4"		1/4v. page 2 col x 6 1/4 inches \$198.88	1/3 page 3 col x 6 1/4 inches \$298.32		1/2 page 5 col x 6 1/4 inches \$497.20

Western News is now available for download directly from Western's homepage (uwo.ca) - the complete content with advertising!

Publishing Schedule
 2009
 May 7, 21, June 4, 18
 July 16 - new president issue
 August 27 - welcome back issue
 September 10, 17, 24
 October 1, 8, 15, 22, 29
 November 5, 12, 19, 26
 December 3, 10
 2010
 January 7, 14, 21, 28
 February 4, 11, 25
 March 4, 11, 18, 25
 April 1, 8, 15, 22, 29
 May 13, 27
 June 10, 24
Advertising Deadline
 Preceding Thursday at 12 noon