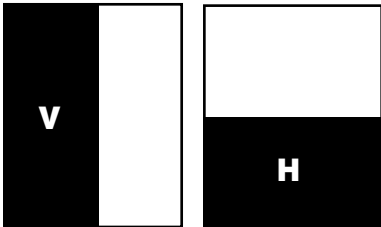
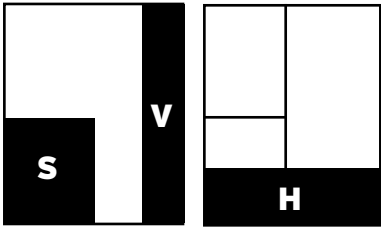


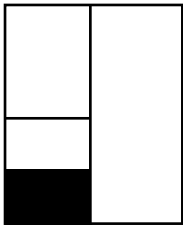
ADVERTISING RATE SHEET

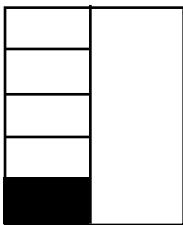
GST applies

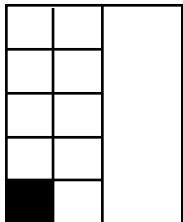
FULL PAGE			WIDTH BY HEIGHT
\$900	B & W		9.875 x 15.25
\$1200	Full Colour		

1/2 PAGE			WIDTH BY HEIGHT
\$500	B & W		<ul style="list-style-type: none"> vertical 4.875 x 15.25 horizontal 9.875 x 7.5
\$800	Full Colour		

1/4 PAGE			WIDTH BY HEIGHT
\$260	B & W		<ul style="list-style-type: none"> standard 4.875 x 7.5 v. banner 2.3 x 15.25 h. banner 9.875 x 3.75
\$500	Full Colour		

1/8 PAGE			WIDTH BY HEIGHT
\$130	B & W		4.875 x 3.625
\$380	Full Colour		

1/10 PAGE			WIDTH BY HEIGHT
\$100	B & W		4.875 x 2.85

1/20 PAGE			WIDTH BY HEIGHT
\$60	B & W		2.3 x 2.85

PUBLICATION DATES

2010

Jan 14, 21, 28
Feb 4, 11, 25
Mar 4, 11, 18, 25
April 1

Sept 2, 9, 16, 23, 30
Oct 7, 14, 21, 28
Nov 4, 12, 18, 25
Dec 2

CIRCULATION

- 10,000 weekly (Thurs.)

ART SPECIFICATIONS

- PDF, JPG, or TIFF
- Adobe InDesign (embed all fonts and image files)
- 300 DPI, actual size
- All other formats must be approved before sending
- Graphic ads may NOT be in MS Word or MS Publisher format
- We reserve the right to refuse any ad that does not meet our specifications
- Ad design available

DEADLINES

- BOOKING: Noon Friday the week prior to publication
- COPY/ART: Noon Monday the week of publication

CLASSIFIEDS

- \$25 for first 3 lines
- \$5 per additional (100 characters per line)
- Discounted rates for students / alumni
- All classified ads must be supplied electronically

DISCOUNTS

Book 3 or more consecutive ads and save:

- 10% on 3 ads
- 15% on 4-7

Special rates for UW Departments.

TERMS OF PAYMENT

- Accounts will be considered past due 30 days after billing
- Accounts over 90 days will be suspended

CONTACT

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