### Common Ad Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eighth Page</td>
<td>2 col x 4 inches</td>
<td>$155.68</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3 col x 4 inches</td>
<td>$233.52</td>
</tr>
<tr>
<td>Half Page</td>
<td>5 col x 6 1/8 inches long</td>
<td>$611.60</td>
</tr>
<tr>
<td>Full Page</td>
<td>5 col x 13 inches long</td>
<td>$1237.10</td>
</tr>
</tbody>
</table>

### ACTUAL SIZE GRID RATE CARD (up to half page sizes.)

<table>
<thead>
<tr>
<th>Inches</th>
<th>1 col (2 inches wide)</th>
<th>2 col (4 inches wide)</th>
<th>3 col (6 inches wide)</th>
<th>4 col (8 inches wide)</th>
<th>5 col (10 inches wide)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2&quot;</td>
<td>1/32v. page 1 col x 2 inches $38.92</td>
<td>1/16v. page 1 col x 4 inches $77.84</td>
<td>(business card size) 1/16h. page 2 col x 2 inches $77.84</td>
<td>1/8v. page 2 col x 4 inches $155.68</td>
<td>1/8h. page 4 col x 2 inches $155.68</td>
</tr>
<tr>
<td>4&quot;</td>
<td>1/16v. page 1 col x 4 inches $77.84</td>
<td>1/8v. page 2 col x 4 inches $155.68</td>
<td>1/4h. page 3 col x 4 inches $233.52</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Publishing Schedule

**2017**
- May 11, 25 June 8, 22
- August 24 - welcome back issue*
- September 7, 14, 21, 28
- October 5, 19*, 26*
- November 2, 9, 16, 23, 30
- December 7, 14*

**2018**
- January 11, 18, 25
- February 1, 8, 15
- March 1, 8, 15, 22, 29
- April 5, 12, 19, 26
- May 10, 24 June 7*, 21

### Advertising Deadline

Preceeding Thursday at 12 noon

### Mechanical Specs.

Camera ready artwork supplies in press level pdf file format. (typesetting and design is available for an extra charge)

**Line screens:** 85, **Column Widths:** 2.0", **Gutter:** 1/4"  

### Volume Discounts

- **Frequency (6 issues)** up to 10%
- **Biweekly (min. 6 months)** up to 15%
- **Weekly (min. 6 months)** up to 25%
- **Color** full colour special rate $90.00
- **Special Positions** 20% premium

### Circulation

8,000 copies distributed every Thursday through our campus boxes; also circulated to public libraries, hospitals, research parks, Loblaws at Masonville, and subscribers.

### Special Issue Deadlines:

- Welcome Back Issue: August 24 - ad deadline Aug 10th  
- Homecoming Issue: October 19 - ad deadline Oct 12th  
- Fall Convocation Issue: October 26 - ad deadline Oct 19th  
- Pre-Holiday Issue: December 14 - ad deadline Dec 7th  
- Spring Convocation Issue: June 7 - ad deadline May 31st

### Insert Rates

- 1/1000 $90.00

### Color Add-On

Full colour special rate $90.00
Western News serves as the newspaper of record for Western giving its readers a weekly overview of what is happening with the more than 35,000 members of the university community on campus, in London and around the globe.

Western News covers high-profile events and lectures, research and teaching, Western’s take on the events and issues of the day as well as the everyday lives and activities of students, staff and faculty.

Through the summer months, Western News acts as an information guide to the more than 8,000 visitors to London who attend conferences and conventions on campus.

Offering

- **Western News** offers competitive advertising rates
- Distributes 10,000 print copies every Thursday
- Only campus newspaper with **newsstands across campus** and in London community
- **Published weekly**, giving advertisers one ad buy for entire week
- Western News covers a large, concentrated student, faculty and staff **market** providing advertisers direct access to the entire on-campus community
- A **graphic artists** team will provide you with advice on ad layout or will accept your Mac-readable electronic artwork
- **Get results.** An advertising campaign in the Western News will provide interest and additional information about your organization and its services or products.

**Western Students**
- 32,000 full/winter enrolment
- High level of disposable income
- Future professionals in the community

**Western Staff & Faculty**
- 9,000 full & part-time in total
- More than $200 million annual payroll

**London Health Sciences**
- 2,600 full-time employees
- Payroll of more than $85 million

**Western Facts ...**
- University community injects more than $750 million annually into London economy
- More than 40,000 alumni in the London area, more than 250,000 worldwide

**To advertise:**

Call 519-434-9990

or email: chris@campusad.ca

Western University • Communications and Public Affairs • Ste. 360 Westminster Hall • London • Ontario • N6A 3K7