## ACTUAL SIZE GRID RATE CARD

<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&lt;br&gt;1 col x 2 inches&lt;br&gt;$28.00</td>
<td>1/16v. page&lt;br&gt;2 col x 4 inches&lt;br&gt;$56.00</td>
<td>1/8v. page&lt;br&gt;3 col x 4 inches&lt;br&gt;$112.00</td>
<td>1/4v. page&lt;br&gt;2 col x 6 1/4 inches&lt;br&gt;$188.00</td>
<td>1/2 page&lt;br&gt;5 col x 6 1/4 inches&lt;br&gt;$440.00</td>
</tr>
<tr>
<td>4&quot;</td>
<td>1/16h. page&lt;br&gt;2 col x 2 inches&lt;br&gt;$56.00</td>
<td>1/8h. page&lt;br&gt;4 col x 2 inches&lt;br&gt;$112.00</td>
<td>1/4h. page&lt;br&gt;3 col x 6 1/4 inches&lt;br&gt;$168.00</td>
<td>1/3 page&lt;br&gt;3 col x 6 1/4 inches&lt;br&gt;$264.40</td>
<td>-</td>
</tr>
</tbody>
</table>

**Common Ad Sizes**
- Eighth Page: 2 col x 4 inches long<br>$112.00
- Quarter Page: 3 col x 4 inches long<br>$168.00
- Half Page: 5 col x 6 1/8 inches long<br>$440.00
- Full Page: 5 col x 13 inches long<br>$890.00

**Color**
- Full colour special rate<br>$90.00

**Special Positions**
- 20% premium

**Inserts**
- $90/1000

**Mechanical Specs.**
- Camera ready artwork supplies in press level pdf file format.
- Typesetting and design available for an extra charge.
- Line screens: 85, Column Widths: 2.0", Gutter: 1/4"

**Circulation**
- 8,000 copies distributed every Thursday through our campus boxes; also circulated to public libraries, hospitals, research parks, Loblaw’s at Masonville, and subscribers.

**Advertising Deadline**
- Preceding Thursday at 12 noon

## 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

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

**Newspaper Box Poster Advertising**
- 8.5" x 11" full colour posters are available on approx 30 newspaper box fronts throughout campus.
- **Ad Rates:** $300 for 1st week, $200 each renewal week.

**ON-CAMPUS RATES**

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*Please note: Special positions are available for an extra charge.*
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.

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**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

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**THE CAMPUS**

- **Western Students**
  - 32,000 fall/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

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**To advertise:**

Call 519- 434-9990

or email: chris@campusad.ca