



# the wesleyan argus

**The Wesleyan Argus—Business Office**  
**Spring Semester 2008-2009**

[www.wesleyanargus.com](http://www.wesleyanargus.com)  
[argusads@wesleyan.edu](mailto:argusads@wesleyan.edu)

## **General Advertising Information**

Circulation: On-Campus/Middletown Area – 3000 per issue  
Subscriptions via US Mail – 300 per issue

Size of a Full Page: 10 inches (5 columns) x 16 inches

Deadline for Material Submission: Monday 10am for Tuesday's Issue  
Thursday 10 am for Friday's Issue

Advertisements are included in each issue on a first come, first served basis.

Submission Formats: Display Ad: PDF  
Classified Ad: DOC

## **Advertising Procedure**

1. Email [argusads@wesleyan.edu](mailto:argusads@wesleyan.edu) with: **Camera-Ready Ad File** (Should not require adjustments by The Argus staff.)  
**Specific Publication Date(s)** (See schedule below.)  
**Ad Size**  
**Contact Information**  
**Billing Address**
2. Confirmation email sent prior to publication.
3. Ad published.
4. Tearsheet and invoice sent within a week.
5. Check tearsheet and notify us of any error. Ad will be reprinted for free in the next issue.
6. Send check to: **Advertising Manager**  
**WesBox 91657**  
**45 Wyllys Avenue**  
**Middletown, CT 06459**
7. Failure to send payment within two weeks of the invoice date will result in a late fee.

## **Publication Schedule**

January 25, 28  
February 1, 4, 8, 11, 15, 18, 22, 25  
March 1, 25, 29  
April 1, 5, 8, 12, 15, 19, 22, 26, 29  
May 3

\*Big Last Issue

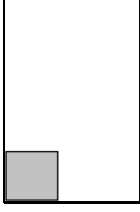
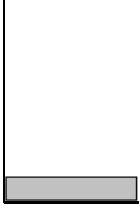
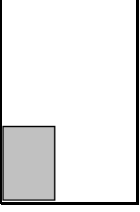
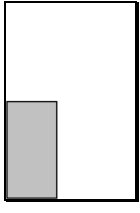
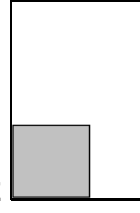
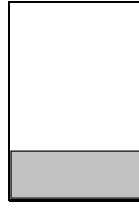
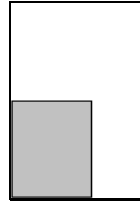
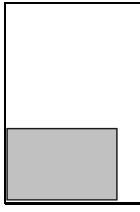
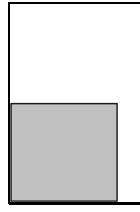
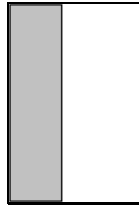
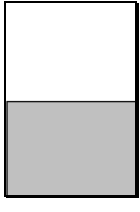
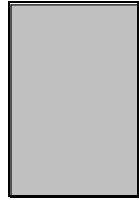
## **Contacting Us**

Advertising production occurs Mondays and Thursdays from 4-7pm.  
The best way to contact us is by email: [argusads@wesleyan.edu](mailto:argusads@wesleyan.edu).  
Alternative contact info: Adam Paulsen Advertising Manager, (612) 965-5168.

# Wesleyan University – The Wesleyan Argus

## Rates for National Advertisers

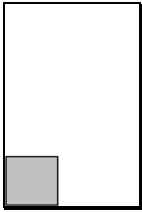
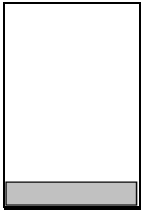
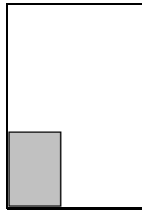
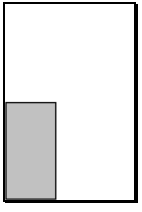
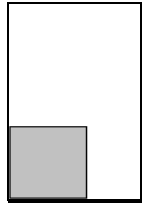
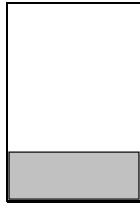
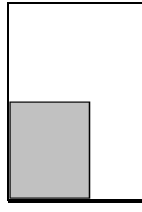
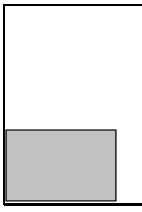
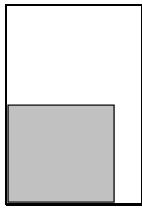
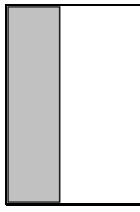
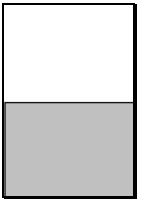
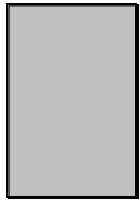
\*Price listed is the cost of ad printing for EACH issue. Various levels of discount are given to each bulk purchase.

<p><b>Total Area: 16-79 sq. inch</b></p> <p><b>Price per sq. inch: \$5.0</b></p>		 <p><b>A</b></p>	 <p><b>B</b></p>	 <p><b>C</b></p>
<p><b>Total Quantity</b></p> <p><b>1-4 issues</b></p> <p>5-8 issues</p> <p>9-12 issues</p> <p>13-18 issues</p> <p>19+ issues</p>	<p>Discount *</p> <p>10% off</p> <p>15% off</p> <p>20% off</p> <p>25% off</p>	<p>4" x 4" = 16 sq. inch</p> <p><b>\$ 80</b></p> <p>\$ 72</p> <p>\$ 68</p> <p>\$ 64</p> <p>\$ 60</p>	<p>2" x 10" = 20 sq. inch</p> <p><b>\$ 100</b></p> <p>\$ 90</p> <p>\$ 85</p> <p>\$ 80</p> <p>\$ 75</p>	<p>6" x 4" = 24 sq. inch</p> <p><b>\$ 120</b></p> <p>\$ 108</p> <p>\$ 102</p> <p>\$ 96</p> <p>\$ 90</p>
 <p><b>D</b></p>	 <p><b>E</b></p>	 <p><b>F</b></p>	 <p><b>G</b></p>	
<p>8" x 4" = 32 sq. inch</p> <p><b>\$ 160</b></p> <p>\$ 144</p> <p>\$ 136</p> <p>\$ 128</p> <p>\$ 120</p>	<p>6" x 6" = 36 sq. inch</p> <p><b>\$ 180</b></p> <p>\$ 162</p> <p>\$ 153</p> <p>\$ 144</p> <p>\$ 135</p>	<p>4" x 10" = 40 sq. inch</p> <p><b>\$ 200</b></p> <p>\$ 180</p> <p>\$ 170</p> <p>\$ 160</p> <p>\$ 150</p>	<p>8" x 6" = 48 sq. inch</p> <p><b>\$ 240</b></p> <p>\$ 216</p> <p>\$ 204</p> <p>\$ 192</p> <p>\$ 180</p>	
 <p><b>H</b></p>	 <p><b>I</b></p>	 <p><b>J</b></p>	<p><b>We accept dimensions of any height. Widths must be in 2" increments.</b></p>	
<p>6" x 8" = 48 sq. inch</p> <p><b>\$ 240</b></p> <p>\$ 216</p> <p>\$ 204</p> <p>\$ 192</p> <p>\$ 180</p>	<p>8" x 8" = 64 sq. inch</p> <p><b>\$ 320</b></p> <p>\$ 288</p> <p>\$ 272</p> <p>\$ 256</p> <p>\$ 240</p>	<p>16" x 4" = 64 sq. inch</p> <p><b>\$ 320</b></p> <p>\$ 288</p> <p>\$ 272</p> <p>\$ 256</p> <p>\$ 240</p>		
<p><b>Total Area; 80-150 sq. inch:</b></p> <p><b>Price per sq. inch: \$4.50</b></p>		 <p><b>K</b></p>	 <p><b>L</b></p>	
<p><b>Total Quantity</b></p> <p><b>1-4 issues</b></p> <p>5-8 issues</p> <p>9-12 issues</p> <p>13-18 issues</p> <p>19+ issues</p>	<p>Discount *</p> <p>10% off</p> <p>15% off</p> <p>20% off</p> <p>25% off</p>	<p>8" x 10" = 80 sq. inch</p> <p><b>\$ 360</b></p> <p>\$ 324</p> <p>\$ 306</p> <p>\$ 288</p> <p>\$ 270</p>	<p>16" x 10" = 160 sq. inch</p> <p><b>\$ 720</b></p> <p>\$ 648</p> <p>\$ 612</p> <p>\$ 576</p> <p>\$ 540</p>	
<p><b>Classified Ad:</b> Free up to 20 words per issue and printed in the newspaper's FYI section. \$0.50 per additional word.</p>				

# Wesleyan University – The Wesleyan Argus

## Rates for Middlesex County and National Nonprofit Advertisers

\*Price listed is the cost of ad printing for EACH issue. Various levels of discount are given to each bulk purchase.

<p><b>Total Area: 16-79 sq. inch</b></p> <p><b>Price per sq. inch: \$3.0</b></p>		 <p><b>A</b></p>	 <p><b>B</b></p>	 <p><b>C</b></p>
<p><b>Total Quantity</b></p> <p><b>1-4 issues</b></p> <p>5-8 issues</p> <p>9-12 issues</p> <p>13-18 issues</p> <p>19+ issues</p>	<p>Discount *</p> <p>10% off</p> <p>15% off</p> <p>20% off</p> <p>25% off</p>	<p>4" x 4" = 16 sq. inch</p> <p><b>\$ 48</b></p> <p>\$ 43.20</p> <p>\$ 40.80</p> <p>\$ 38.40</p> <p>\$ 36</p>	<p>2" x 10" = 20 sq. inch</p> <p><b>\$ 60</b></p> <p>\$ 54</p> <p>\$ 51</p> <p>\$ 48</p> <p>\$ 45</p>	<p>6" x 4" = 24 sq. inch</p> <p><b>\$ 72</b></p> <p>\$ 64.80</p> <p>\$ 61.20</p> <p>\$ 57.60</p> <p>\$ 54</p>
 <p><b>D</b></p>	 <p><b>E</b></p>	 <p><b>F</b></p>	 <p><b>G</b></p>	
<p>8" x 4" = 32 sq. inch</p> <p><b>\$ 96</b></p> <p>\$ 86.40</p> <p>\$ 81.60</p> <p>\$ 76.80</p> <p>\$ 72</p>	<p>6" x 6" = 36 sq. inch</p> <p><b>\$ 108</b></p> <p>\$ 97.20</p> <p>\$ 91.80</p> <p>\$ 86.40</p> <p>\$ 81</p>	<p>4" x 10" = 40 sq. inch</p> <p><b>\$ 120</b></p> <p>\$ 108</p> <p>\$ 102</p> <p>\$ 96</p> <p>\$ 90</p>	<p>8" x 6" = 48 sq. inch</p> <p><b>\$ 144</b></p> <p>\$ 129.60</p> <p>\$ 122.40</p> <p>\$ 115.20</p> <p>\$ 108</p>	
 <p><b>H</b></p>	 <p><b>I</b></p>	 <p><b>J</b></p>	<p><b>We accept dimensions of any height. Widths must be in 2" increments.</b></p>	
<p>6" x 8" = 48 sq. inch</p> <p><b>\$ 144</b></p> <p>\$ 129.60</p> <p>\$ 122.40</p> <p>\$ 115.20</p> <p>\$ 108</p>	<p>8" x 8" = 64 sq. inch</p> <p><b>\$ 192</b></p> <p>\$ 172.80</p> <p>\$ 163.20</p> <p>\$ 153.60</p> <p>\$ 144</p>	<p>16" x 4" = 64 sq. inch</p> <p><b>\$ 192</b></p> <p>\$ 172.80</p> <p>\$ 163.20</p> <p>\$ 153.60</p> <p>\$ 144</p>		
<p><b>Total Area; 80-150 sq. inch:</b></p> <p><b>Price per sq. inch: \$2.50</b></p>		 <p><b>K</b></p>	 <p><b>L</b></p>	
<p><b>Total Quantity</b></p> <p><b>1-4 issues</b></p> <p>5-8 issues</p> <p>9-12 issues</p> <p>13-18 issues</p> <p>19+ issues</p>	<p>Discount *</p> <p>10% off</p> <p>15% off</p> <p>20% off</p> <p>25% off</p>	<p>8" x 10" = 80 sq. inch</p> <p><b>\$ 200</b></p> <p>\$ 180</p> <p>\$ 170</p> <p>\$ 160</p> <p>\$ 150</p>	<p>16" x 10" = 160 sq. inch</p> <p><b>\$ 400</b></p> <p>\$ 360</p> <p>\$ 340</p> <p>\$ 320</p> <p>\$ 300</p>	
<p><b>Classified Ad:</b> Free up to 20 words per issue and printed in the newspaper's FYI section. \$0.50 per additional word.</p>				

# Wesleyan University – The Wesleyan Argus

## Rates for Wesleyan University Department and Middlesex County Nonprofit Advertisers

\*Price listed is the cost of ad printing for EACH issue. Various levels of discount are given to each bulk purchase.

Total Area: 16-79 sq. inch		Price per sq. inch: \$2.25		A	B	C
<b>Total Quantity</b>	Discount *	4" x 4" = 16 sq. inch	2" x 10" = 20 sq. inch	6" x 4" = 24 sq. inch		
<b>1-4 issues</b>		<b>\$ 36</b>	<b>\$ 45</b>	<b>\$ 54</b>		
5-8 issues	10% off	\$ 32.20	\$ 40.50	\$ 48.60		
9-12 issues	15% off	\$ 30.60	\$ 38.25	\$ 45.90		
13-18 issues	20% off	\$ 28.80	\$ 36	\$ 43.20		
19+ issues	25% off	\$ 27	\$ 33.75	\$ 40.50		
<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>			
8" x 4" = 32 sq. inch	6" x 6" = 36 sq. inch	4" x 10" = 40 sq. inch	8" x 6" = 48 sq. inch			
<b>\$ 72</b>	<b>\$ 81</b>	<b>\$ 90</b>	<b>\$ 108</b>			
\$ 64.80	\$ 72.90	\$ 81	\$ 97.20			
\$ 61.20	\$ 68.85	\$ 76.50	\$ 91.80			
\$ 57.60	\$ 64.80	\$ 72	\$ 86.40			
\$ 54	\$ 60.75	\$ 67.50	\$ 81			
<b>H</b>	<b>I</b>	<b>J</b>	<b>We accept dimensions of any height. Widths must be in 2" increments.</b>			
6" x 8" = 48 sq. inch	8" x 8" = 64 sq. inch	16" x 4" = 64 sq. inch				
<b>\$ 108</b>	<b>\$ 144</b>	<b>\$ 144</b>				
\$ 97.20	\$ 129.60	\$ 129.60				
\$ 91.80	\$ 122.40	\$ 122.40				
\$ 86.40	\$ 115.20	\$ 115.20				
\$ 81	\$ 108	\$ 108				
<b>K</b>	<b>L</b>					
8" x 10" = 80 sq. inch	16" x 10" = 160 sq. inch					
<b>\$ 180</b>	<b>\$ 360</b>					
\$ 162	\$ 324					
\$ 153	\$ 306					
\$ 144	\$ 288					
\$ 135	\$ 270					
<b>Classified Ad:</b> Free up to 20 words per issue and printed in the newspaper's FYI section. \$0.50 per additional word.						