



the wesleyan
argus

The Wesleyan Argus—Advertising Office
Spring Semester 2011

www.wesleyanargus.com
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

Advertising Procedure

1. Email 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**
(no credit cards **WesBox 93111**
accepted) **45 Wyllys Avenue**
Middletown, CT 06459
7. Failure to send payment within two weeks of the invoice date will result in a late fee.

Spring 2011 Publication Schedule

Fri, Jan 21 (First Spring Issue)	Fri, Mar 25
Tues, Jan 25	Tues, Mar 29
Fri, Jan 28	Fri, Apr 1
Tues, Feb 1	Tues, Apr 5
Fri, Feb 4	Fri, Apr 8
Tues, Feb 8	Tues, Apr 12
Fri, Feb 11	Fri, Apr 15
Tues, Feb 15	Tues, Apr 19
Fri, Feb 18	Fri, Apr 22
Tues, Feb 22	Tues, Apr 26
Fri, Feb 25	Fri, Apr 29
Tues, Mar 1	Tues, May 3 (Last Issue)

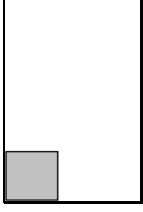
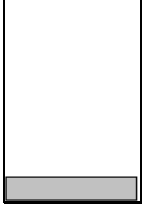
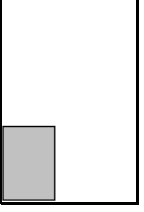
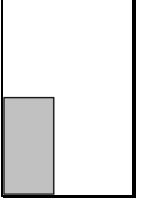
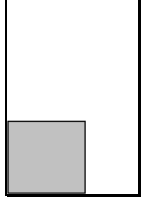
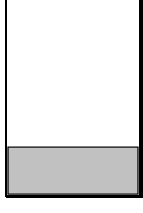
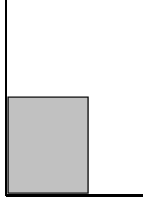
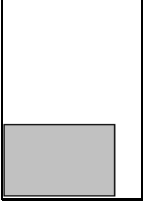
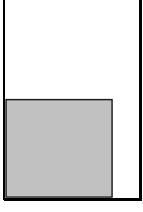
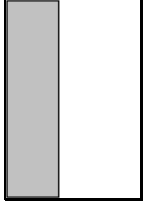
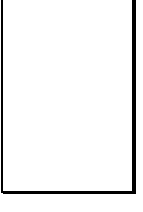
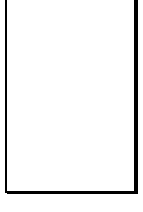
Contacting Us

Advertising production occurs Mondays and Thursdays from 4-7pm.
The best way to contact us is by email: argusads@wesleyan.edu.

Wesleyan University – The Wesleyan Argus

Rates for National Advertisers

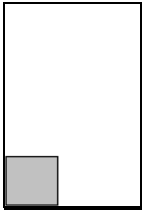
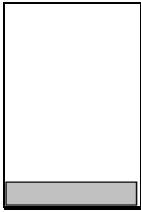
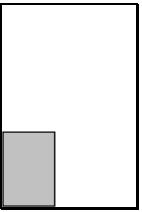
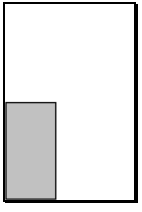
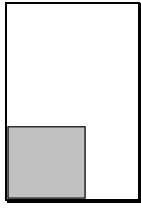
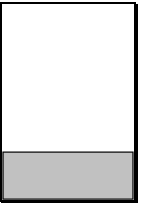
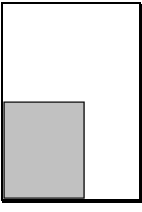
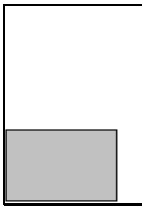
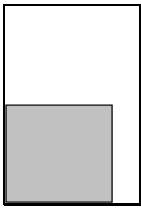
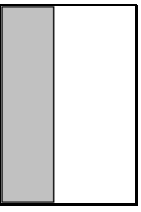


*Price listed is the cost of ad printing for EACH issue. Various levels of discount are given to each bulk purchase.

<p>Total Area: 16-79 sq. inch</p> <p>Price per sq. inch: \$5.0</p>		 <p>A</p>	 <p>B</p>	 <p>C</p>
<p>Total Quantity</p> <p>1-4 issues</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>\$ 80</p> <p>\$ 72</p> <p>\$ 68</p> <p>\$ 64</p> <p>\$ 60</p>	<p>2" x 10" = 20 sq. inch</p> <p>\$ 100</p> <p>\$ 90</p> <p>\$ 85</p> <p>\$ 80</p> <p>\$ 75</p>	<p>6" x 4" = 24 sq. inch</p> <p>\$ 120</p> <p>\$ 108</p> <p>\$ 102</p> <p>\$ 96</p> <p>\$ 90</p>
 <p>D</p>	 <p>E</p>	 <p>F</p>	 <p>G</p>	
<p>8" x 4" = 32 sq. inch</p> <p>\$ 160</p> <p>\$ 144</p> <p>\$ 136</p> <p>\$ 128</p> <p>\$ 120</p>	<p>6" x 6" = 36 sq. inch</p> <p>\$ 180</p> <p>\$ 162</p> <p>\$ 153</p> <p>\$ 144</p> <p>\$ 135</p>	<p>4" x 10" = 40 sq. inch</p> <p>\$ 200</p> <p>\$ 180</p> <p>\$ 170</p> <p>\$ 160</p> <p>\$ 150</p>	<p>8" x 6" = 48 sq. inch</p> <p>\$ 240</p> <p>\$ 216</p> <p>\$ 204</p> <p>\$ 192</p> <p>\$ 180</p>	
 <p>H</p>	 <p>I</p>	 <p>J</p>	<p>We accept dimensions of any height. Widths must be in 2" increments.</p>	
<p>6" x 8" = 48 sq. inch</p> <p>\$ 240</p> <p>\$ 216</p> <p>\$ 204</p> <p>\$ 192</p> <p>\$ 180</p>	<p>8" x 8" = 64 sq. inch</p> <p>\$ 320</p> <p>\$ 288</p> <p>\$ 272</p> <p>\$ 256</p> <p>\$ 240</p>	<p>16" x 4" = 64 sq. inch</p> <p>\$ 320</p> <p>\$ 288</p> <p>\$ 272</p> <p>\$ 256</p> <p>\$ 240</p>		
<p>Total Area; 80-150 sq. inch:</p> <p>Price per sq. inch: \$4.50</p>		 <p>K</p>	 <p>L</p>	
<p>Total Quantity</p> <p>1-4 issues</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>\$ 360</p> <p>\$ 324</p> <p>\$ 306</p> <p>\$ 288</p> <p>\$ 270</p>	<p>16" x 10" = 160 sq. inch</p> <p>\$ 720</p> <p>\$ 648</p> <p>\$ 612</p> <p>\$ 576</p> <p>\$ 540</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>Total Area: 16-79 sq. inch</p> <p>Price per sq. inch: \$3.0</p>		 <p>A</p>	 <p>B</p>	 <p>C</p>
<p>Total Quantity</p> <p>1-4 issues</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>\$ 48</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>\$ 60</p> <p>\$ 54</p> <p>\$ 51</p> <p>\$ 48</p> <p>\$ 45</p>	<p>6" x 4" = 24 sq. inch</p> <p>\$ 72</p> <p>\$ 64.80</p> <p>\$ 61.20</p> <p>\$ 57.60</p> <p>\$ 54</p>
 <p>D</p>	 <p>E</p>	 <p>F</p>	 <p>G</p>	
<p>8" x 4" = 32 sq. inch</p> <p>\$ 96</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>\$ 108</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>\$ 120</p> <p>\$ 108</p> <p>\$ 102</p> <p>\$ 96</p> <p>\$ 90</p>	<p>8" x 6" = 48 sq. inch</p> <p>\$ 144</p> <p>\$ 129.60</p> <p>\$ 122.40</p> <p>\$ 115.20</p> <p>\$ 108</p>	
 <p>H</p>	 <p>I</p>	 <p>J</p>	<p>We accept dimensions of any height. Widths must be in 2" increments.</p>	
<p>6" x 8" = 48 sq. inch</p> <p>\$ 144</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>\$ 192</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>\$ 192</p> <p>\$ 172.80</p> <p>\$ 163.20</p> <p>\$ 153.60</p> <p>\$ 144</p>		
<p>Total Area; 80-150 sq. inch:</p> <p>Price per sq. inch: \$2.50</p>		 <p>K</p>	 <p>L</p>	
<p>Total Quantity</p> <p>1-4 issues</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>\$ 200</p> <p>\$ 180</p> <p>\$ 170</p> <p>\$ 160</p> <p>\$ 150</p>	<p>16" x 10" = 160 sq. inch</p> <p>\$ 400</p> <p>\$ 360</p> <p>\$ 340</p> <p>\$ 320</p> <p>\$ 300</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
Total Quantity	Discount *	4" x 4" = 16 sq. inch	2" x 10" = 20 sq. inch	6" x 4" = 24 sq. inch		
1-4 issues		\$ 36	\$ 45	\$ 54		
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		

D	E	F	G
8" x 4" = 32 sq. inch	6" x 6" = 36 sq. inch	4" x 10" = 40 sq. inch	8" x 6" = 48 sq. inch
\$ 72	\$ 81	\$ 90	\$ 108
\$ 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

H	I	J	
6" x 8" = 48 sq. inch	8" x 8" = 64 sq. inch	16" x 4" = 64 sq. inch	We accept dimensions of any height. Widths must be in 2" increments.
\$ 108	\$ 144	\$ 144	
\$ 97.20	\$ 129.60	\$ 129.60	
\$ 91.80	\$ 122.40	\$ 122.40	
\$ 86.40	\$ 115.20	\$ 115.20	
\$ 81	\$ 108	\$ 108	

K	L
8" x 10" = 80 sq. inch	16" x 10" = 160 sq. inch
\$ 180	\$ 360
\$ 162	\$ 324
\$ 153	\$ 306
\$ 144	\$ 288
\$ 135	\$ 270