



the wesleyan
argus

The Wesleyan Argus—Advertising Office

Fall Semester 2010

www.wesleyanargus.com

argusads@wesleyan.edu

Online Advertising Information

Site Traffic: Averages 22,000+ views per week

Submission Formats: PDF or JPG

Advertising Procedure

1. Email argusads@wesleyan.edu with: **Camera-Ready Ad File** (Should not require adjustments by The Argus staff.)
Ad Run Time in Weeks
Ad Size
Contact Information
Billing Address
2. Confirmation email sent prior to ad being published.
3. Ad will run online for specified time period.
4. Send check to: **Advertising Manager**
(no credit cards accepted) **WesBox 93111**
45 Wyllys Avenue
Middletown, CT 06459

Wesleyan University – The Wesleyan Argus Online Advertising

Rates for National Advertisers

*Price listed is the cost of running ad for EACH week.

| | | Left Column: | Right Column: |
|------------------|----------|-------------------------|-------------------------|
| | | 650 pixels x 100 pixels | 200 pixels x 125 pixels |
| Number of Weeks | Discount | | |
| 1-3 weeks | | \$ 120 | \$ 80 |
| 4-6 weeks | 10% off | \$ 108 | \$ 72 |
| 7-10 weeks | 15% off | \$ 102 | \$ 68 |
| 11+ weeks | 20% off | \$ 96 | \$ 64 |

Rates for Wesleyan University Department and Middlesex County Advertisers

*Price listed is the cost of running ad for EACH week.

| | | Left Column: | Right Column: |
|------------------|----------|-------------------------|-------------------------|
| | | 650 pixels x 100 pixels | 200 pixels x 125 pixels |
| Number of Weeks | Discount | | |
| 1-3 weeks | | \$ 100 | \$ 60 |
| 4-6 weeks | 10% off | \$ 90 | \$ 54 |
| 7-10 weeks | 15% off | \$ 85 | \$ 51 |
| 11+ weeks | 20% off | \$ 80 | \$ 48 |