



The Wesleyan Advertising Office

Fall 2024

argusads@wesleyan.edu

www.wesleyanargus.com

Circulation: On-campus and Middletown area — 500 per week

Full size dimensions: 10 inches (5 columns) x 16 inches

Deadlines for Ad Submissions: Monday 10am for the Tuesday issue, Thursday 10am for the Friday issue

Acceptable Submission Formats: PDF, JPG, JPEG, PNG

Advertising Procedure:

1. Email argusads@wesleyan.edu with the following information:
 - a. Ad file in either PDF, JPG, JPEG, PNG
 - i. NOTE: it should not require adjustments by The Argus Staff
 - b. Desired publication date(s) from the production schedule (see below)
 - c. Select ad size from the options below or submit custom dimensions
 - d. Contact information
 - e. Billing preference (online or check)
2. A confirmation email sent before your ad runs in our publication
3. Invoice sent after last ad
4. Payment due within one week of receiving your invoice
 - a. NOTE: Failure to send payment in a timely manner will result in a fee

FALL 2024 ISSUE SCHEDULE

Friday, 9/6	Tuesday, 10/8	Friday, 11/15
Tuesday, 9/10	Friday, 10/11	Tuesday, 11/19
Friday, 9/13	Tuesday, 10/15	Tuesday, 11/26
Tuesday, 9/17	Friday, 10/25	Friday, 12/6
Friday, 9/20	Tuesday, 10/29	
Tuesday, 9/24	Friday, 11/1	
Friday, 9/27	Tuesday, 11/5	
Tuesday, 10/1	Friday, 11/8	
Friday, 10/4	Tuesday, 11/12	



Rates for Middlesex County and National Non-profit Advertisers

*The listed price is the cost of an advertisement for EACH issue. Bulk purchases have less expensive unit prices.



8" x 10" = 80 sq. inch

Pricing

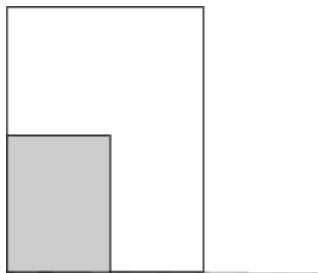
- 1-4 issues: \$55**
- 5-8 issues: \$45**
- 9 + issues: \$25**



16" x 10" = 160 sq. inch

Pricing

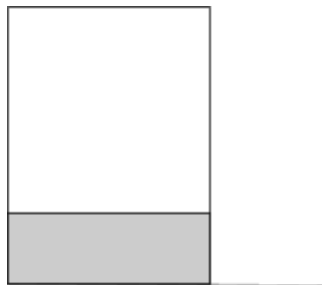
- 1-4 issues: \$100**
- 5-8 issues: \$55**
- 9 + issues: \$30**



8" x 6" = 48 sq. inch

Pricing

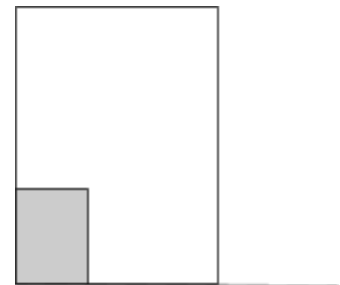
- 1-4 issues: \$40**
- 5-8 issues: \$25**
- 9 + issues: \$15**



4" x 10" = 40 sq. inch

Pricing

- 1-4 issues: \$30**
- 5-8 issues: \$20**
- 9 + issues: \$10**



6" x 4" = 24 sq. inch

Pricing

- 1-4 issues: \$22.5**
- 5-8 issues: \$15**
- 9 + issues: \$7**



Rates for Wesleyan University Departments and Middlesex County

Nonprofit Advertisers

*The listed price is the cost of an advertisement for EACH issue. Bulk purchases have less expensive unit prices.



8" x 10" = 80 sq. inch

Pricing

1-4 issues: \$40

5-8 issues: \$25

9 + issues: \$15



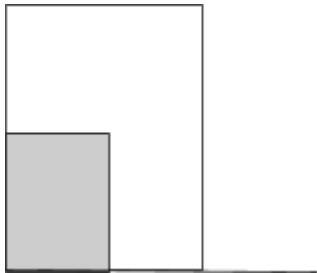
16" x 10" = 160 sq. inch

Pricing

1-4 issues: \$75

5-8 issues: \$60

9 + issues: \$25



8" x 6" = 48 sq. inch

Pricing

1-4 issues: \$30

5-8 issues: \$20

9 + issues: \$12.5



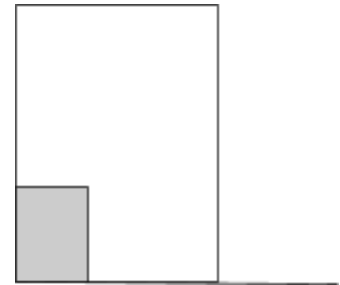
4" x 10" = 40 sq. inch

Pricing

1-4 issues: \$22.5

5-8 issues: \$15

9 + issues: \$10



6" x 4" = 24 sq. inch

Pricing

1-4 issues: \$13.5

5-8 issues: \$12

9 + issues: \$5



Rates for National Advertisers

*The listed price is the cost of an advertisement for EACH issue. Bulk purchases have less expensive unit prices.



8" x 10" = 80 sq. inch

Pricing

1-4 issues: \$100

5-8 issues: \$90

9 + issues: \$80



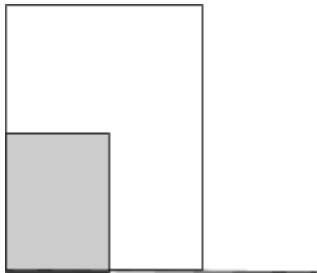
16" x 10" = 160 sq. inch

Pricing

1-4 issues: \$180

5-8 issues: \$160

9 + issues: \$150



8" x 6" = 48 sq. inch

Pricing

1-4 issues: \$80

5-8 issues: \$70

9 + issues: \$60



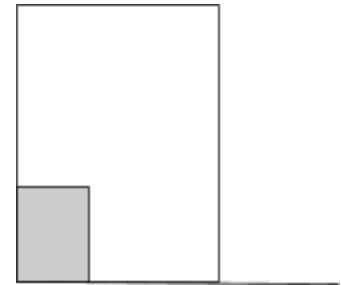
4" x 10" = 40 sq. inch

Pricing

1-4 issues: \$50

5-8 issues: \$35

9 + issues: \$25



6" x 4" = 24 sq. inch

Pricing

1-4 issues: \$30

5-8 issues: \$25

9 + issues: \$20



Rates for University Students

*The listed price is the cost of an advertisement for EACH issue. Bulk purchases have less expensive unit prices.



8" x 10" = 80 sq. inch

Pricing

1-4 issues: \$32

5-8 issues: \$24

9 + issues: \$16



16" x 10" = 160 sq. inch

Pricing

1-4 issues: \$64

5-8 issues: \$48

9 + issues: \$32



8" x 6" = 48 sq. inch

Pricing

1-4 issues: \$20

5-8 issues: \$14

9 + issues: \$10



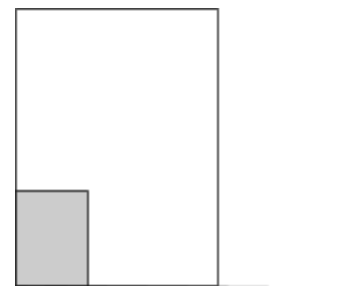
4" x 10" = 40 sq. inch

Pricing

1-4 issues: \$16

5-8 issues: \$12

9 + issues: \$8



6" x 4" = 24 sq. inch

Pricing

1-4 issues: \$10

5-8 issues: \$7

9 + issues: \$5