



The Wesleyan Advertising Office

Fall 2023

argusads@wesleyan.edu

www.wesleyanargus.com

Advertisement Details: Pop-up ad featured on our site

Full size dimensions: Custom, can be made to fit your specifications

Deadlines for Ad Submissions: 10am the day before the advertisement will go on our website

Acceptable Submission Formats: PDF, JPG, JPEG, PNG

Advertising Procedure:

1. Email chenning@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 advertisement dates
 - c. Submit custom dimensions for the advertisement
 - 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
5. NOTE: Dates below are our publishing dates for your reference as our website has the most traffic those weeks but we can place advertisements any week

FALL 2023 PRODUCTION SCHEDULE

Tuesday, 9/12	Friday, 10/13	Friday, 11/31
Friday, 9/15	Tuesday, 10/17	Tuesday, 12/5
Tuesday, 9/19	Friday, 10/27	Friday, 12/8
Friday, 9/22	Tuesday, 10/31	
Tuesday, 9/26	Friday, 11/3	
Friday, 9/29	Tuesday, 11/7	
Tuesday, 10/3	Friday, 11/10	
Friday, 10/6	Tuesday, 11/14	
Tuesday, 10/10	Friday, 11/17	



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Rates for Other Universities

*The listed price is the cost of an advertisement for **1 week**.

Front Page: \$60

News/Features: \$50

All Other Pages: \$40

Rates for Wesleyan University Departments and Middletown Businesses

*The listed price is the cost of an advertisement for **1 week**.

Front Page: \$50

News/Features: \$40

All Other Pages: \$30