



## The Wesleyan Advertising Office

Fall 2023

[argusads@wesleyan.edu](mailto:argusads@wesleyan.edu)

[www.wesleyanargus.com](http://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

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### **Advertising Procedure:**

1. Email [argusads@wesleyan.edu](mailto: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

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### **FALL 2023 ISSUE 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	



**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**



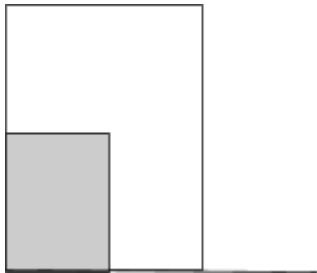
16" x 10" = 160 sq. inch

*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**



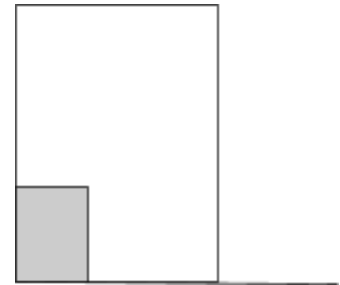
4" x 10" = 40 sq. inch

*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**



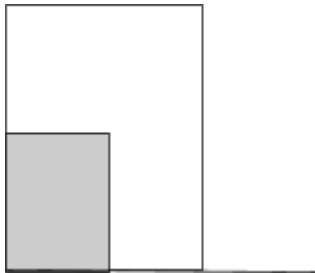
16" x 10" = 160 sq. inch

*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**



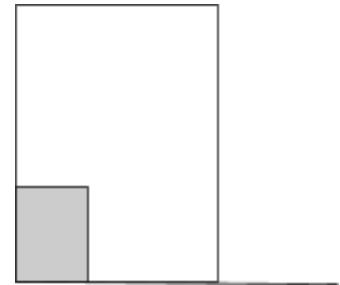
4" x 10" = 40 sq. inch

*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**

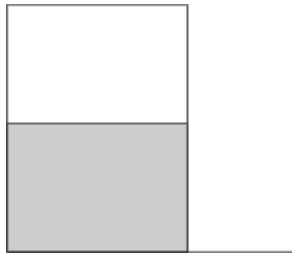
**5-8 issues: \$12**

**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**



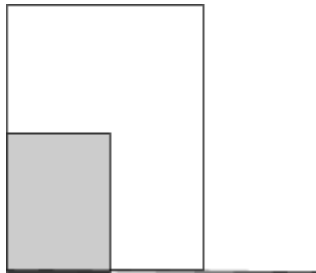
16" x 10" = 160 sq. inch

*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**



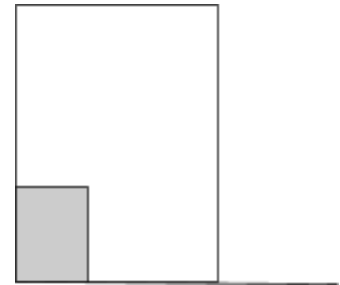
4" x 10" = 40 sq. inch

*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**



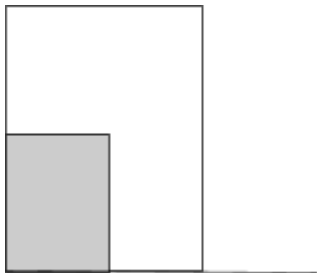
16" x 10" = 160 sq. inch

*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**



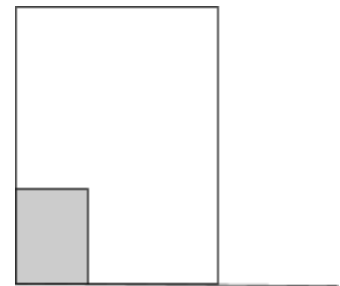
4" x 10" = 40 sq. inch

*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**