



The Wesleyan Argus – Advertising Office

Fall 2019

Ads Manager
argusads@wesleyan.edu
www.wesleyanargus.com

General Advertising Information

Circulation: On-campus/Middletown area – 500 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 10am 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:
 - a. **Camera Ready Ad File** (should not require adjustments by the Argus Staff)
 - b. **Specific Publication Date(s)** (see schedule below)
 - c. **Ad size**
 - d. **Contact Information**
 - e. **Billing Address or Email Address**
2. Confirmation email sent prior to publication
3. Ad published
4. We will email you an invoice for your advertisement.
5. You have a week to pay via check.
6. Failure to send payment by the deadline will result in a fee.

Fall 2019 Publishing Schedule

Friday, 8/30/19	Friday 9/27/19	Friday, 11/1/19
Tuesday, 9/3/19	Tuesday, 10/1/19	Tuesday, 11/5/19
Friday, 9/6/19	Friday, 10/4/19	Friday, 11/8/19
Tuesday, 9/10/19	Tuesday, 10/8/19	Tuesday, 11/12/19
Friday, 9/13/19	Friday, 10/11/19	Friday, 11/15/19
Tuesday, 9/17/19	Tuesday, 10/15/19	Tuesday, 11/19/19
Friday, 9/20/19	Friday, 10/25/19	Friday, 11/22/19
Tuesday 9/24/19	Tuesday, 10/29/19	Tuesday, 12/6/19

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.

Total Area:
24-160 sq. inch

Price per sq. inch:
\$3.0



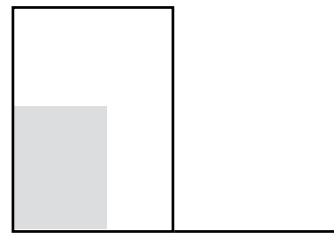
8" x 10" = 80 sq. inch
Pricing

1-4 issues: \$240
5-8 issues: \$216
9+ issues: \$204



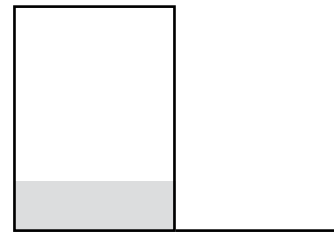
16" x 10" = 160 sq. inch
Pricing

1-4 issues: \$480
5-8 issues: \$432
9+ issues: \$408



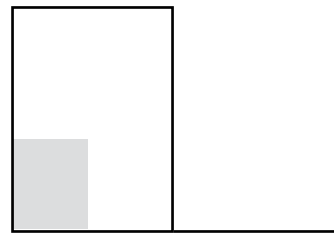
8" x 6" = 48 sq. inch
Pricing

1-4 issues: \$144
5-8 issues: \$129.60
9+ issues: \$122.40



4" x 10" = 40 sq. inch
Pricing

1-4 issues: \$120
5-8 issues: \$108
9+ issues: \$102



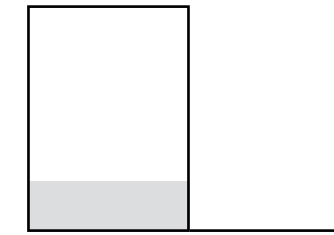
6" x 4" = 24 sq. inch
Pricing

1-4 issues: \$72
5-8 issues: \$64.80
9+ issues: \$61.20



8" x 6" = 48 sq. inch
Pricing

1-4 issues: \$108
5-8 issues: \$97.20
9+ issues: \$91.80



4" x 10" = 40 sq. inch
Pricing

1-4 issues: \$90
5-8 issues: \$81
9+ issues: \$76.50



6" x 4" = 24 sq. inch
Pricing

1-4 issues: \$54
5-8 issues: \$48.60
9+ issues: \$45.90

The Wesleyan Argus accepts advertisements of any dimensions. Widths must be in 2" increments. Inquire within for custom advertising prices.

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.

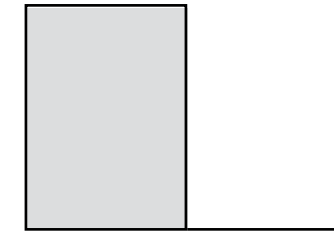
Total Area:
24-160 sq. inch

Price per sq. inch:
\$2.25



8" x 10" = 80 sq. inch
Pricing

1-4 issues: \$180
5-8 issues: \$162
9+ issues: \$153



16" x 10" = 160 sq. inch
Pricing

1-4 issues: \$360
5-8 issues: \$324
9+ issues: \$306

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Rates for National Advertisers

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Total Area:
24-160 sq. inch

Price per sq. inch:
\$5.00



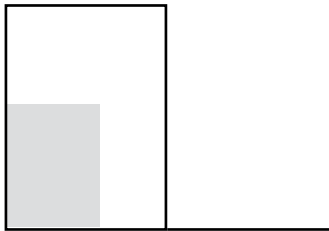
8" x 10" = 80 sq. inch
Pricing

1-4 issues: \$360
5-8 issues: \$324
9+ issues: \$306



16" x 10" = 160 sq. inch
Pricing

1-4 issues: \$720
5-8 issues: \$648
9+ issues: \$612



8" x 6" = 48 sq. inch
Pricing

1-4 issues: \$240
5-8 issues: \$216
9+ issues: \$204



4" x 10" = 40 sq. inch
Pricing

1-4 issues: \$200
5-8 issues: \$180
9+ issues: \$170



6" x 4" = 24 sq. inch
Pricing

1-4 issues: \$120
5-8 issues: \$108
9+ issues: \$102

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