



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

Submission Formats: PDF, JPG, JPEG, PNG

Advertising Procedure

1. Email argusads@wesleyan.edu with:
 - a. **Ad file in one of the above formats** (should not require adjustments by the Argus Staff)
 - b. **Specific Publication Date(s)** (see schedule below)
 - c. **Ad size** (pick from selection or submit custom dimensions)
 - d. **Contact Information**
 - e. **Billing Address or Email Address**
2. Confirmation email sent prior to publication
3. Ad published
4. Invoice emailed for all advertisements after publication of initial ad.
5. Payment made within one week of invoice send date.
 - a. NOTE: Failure to send payment in a timely manner will result in a fee.

Spring 2020 Publishing Schedule

Tuesday, 1/28/2020	Tuesday, 2/25/2020	Friday, 4/10/2020
Friday, 1/31/2020	Friday, 2/28/2020	Tuesday, 4/14/2020
Tuesday, 2/4/2020	Tuesday, 3/3/2020	Friday, 4/17/2020
Friday, 2/7/2020	Tuesday, 3/24/2020	Tuesday, 4/21/2020
Tuesday, 2/11/2020	Friday, 3/27/2020	Friday, 4/24/2020
Friday, 2/14/2020	Tuesday, 3/31/2020	Tuesday, 4/28/2020
Tuesday, 2/18/2020	Friday, 4/3/2020	Friday, 5/1/2020
Friday, 2/21/2020	Tuesday, 4/7/2020	Tuesday, 5/5/2020

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

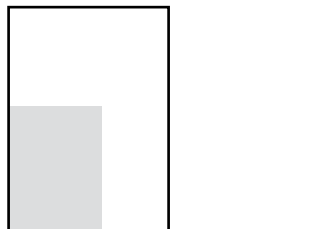
1-4 issues: \$240
5-8 issues: \$216
9+ issues: \$204



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

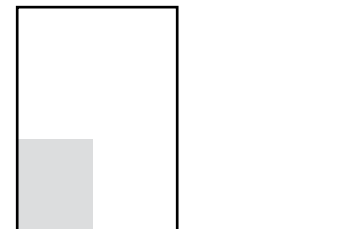
1-4 issues: \$144
5-8 issues: \$129.60
9+ issues: \$122.40



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

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

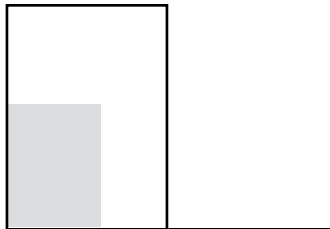
1-4 issues: \$180
5-8 issues: \$162
9+ issues: \$153



16" x 10" = 160 sq. inch

Pricing

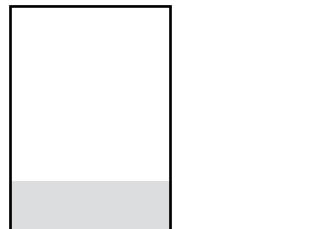
1-4 issues: \$360
5-8 issues: \$324
9+ issues: \$306



8" x 6" = 48 sq. inch

Pricing

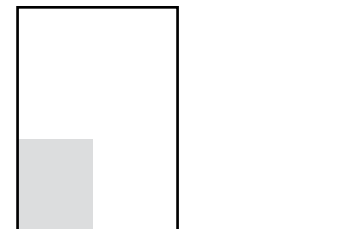
1-4 issues: \$108
5-8 issues: \$97.20
9+ issues: \$91.80



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

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Rates for National 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:
\$5.00



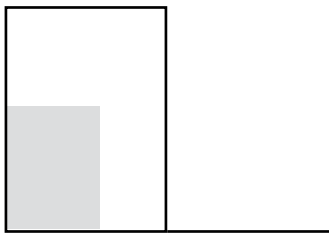
8" x 10" = 80 sq. inch
Pricing

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



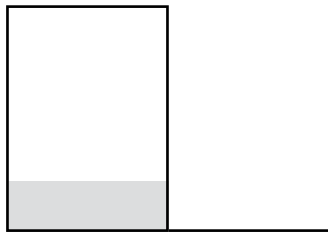
16" x 10" = 160 sq. inch
Pricing

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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