



The Wesleyan Advertising Office

Spring 2025

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

SPRING 2025 ISSUE SCHEDULE

Tuesday, 9/15	Friday, 10/23	Tuesday, 11/24
Friday, 9/18	Tuesday, 10/27	Friday, 12/4
Tuesday, 9/22	Friday, 10/30	Tuesday, 12/8
Friday, 9/25	Tuesday, 11/3	
Tuesday, 9/29	Friday, 11/6	
Friday, 10/2	Tuesday, 11/10	
Tuesday, 10/6	Friday, 11/13	
Friday, 10/9	Tuesday, 11/17	
Tuesday, 10/13	Friday, 11/20	



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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.

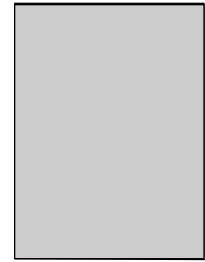


8" x 10" = 80 sq. inch

Pricing

1-4 issues: \$60

5 + issues: \$45



16" x 10" = 160 sq. inch

Pricing

1-4 issues: \$100

5 + issues: \$75



8" x 6" = 48 sq. inch

Pricing

1-4 issues: \$45

5 + issues: \$35

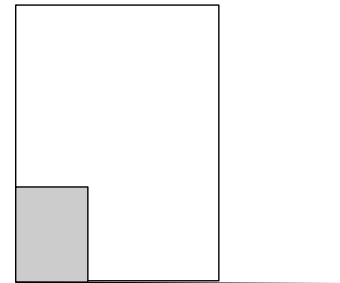


4" x 10" = 40 sq. inch

Pricing

1-4 issues: \$40

5 + issues: \$30



6" x 4" = 24 sq. inch

Pricing

1-4 issues: \$30

5 + issues: \$25



Rates for Wesleyan University Departments and Middlesex County

Nonprofit Advertisers

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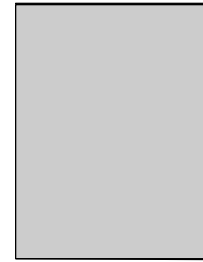


8" x 10" = 80 sq. inch

Pricing

1-4 issues: \$50

5 + issues: \$40

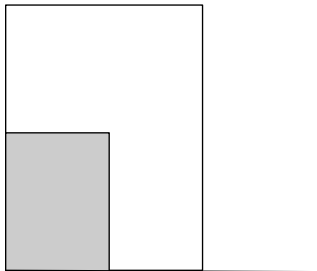


16" x 10" = 160 sq. inch

Pricing

1-4 issues: \$80

5 + issues: \$65



8" x 6" = 48 sq. inch

Pricing

1-4 issues: \$42

5 + issues: \$30

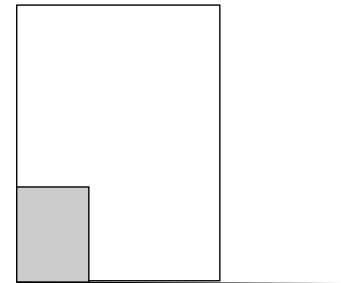


4" x 10" = 40 sq. inch

Pricing

1-4 issues: \$35

5 + issues: \$25



6" x 4" = 24 sq. inch

Pricing

1-4 issues: \$25

5 + issues: \$20



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Rates for National Advertisers

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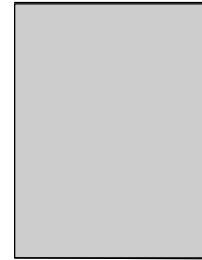


8" x 10" = 80 sq. inch

Pricing

1-4 issues: \$100

5 + issues: \$95

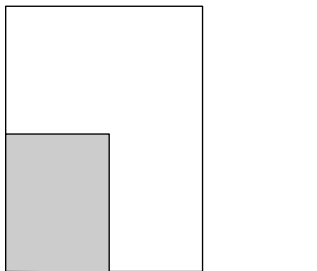


16" x 10" = 160 sq. inch

Pricing

1-4 issues: \$180

5 + issues: \$160



8" x 6" = 48 sq. inch

Pricing

1-4 issues: \$80

5 + issues: \$70

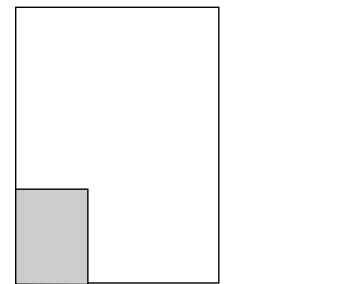


4" x 10" = 40 sq. inch

Pricing

1-4 issues: \$50

5 + issues: \$35



6" x 4" = 24 sq. inch

Pricing

1-4 issues: \$40

5 + issues: \$30



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Rates for University Students

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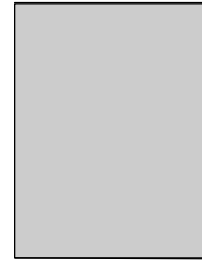


8" x 10" = 80 sq. inch

Pricing

1-4 issues: \$45

5 + issues: \$40

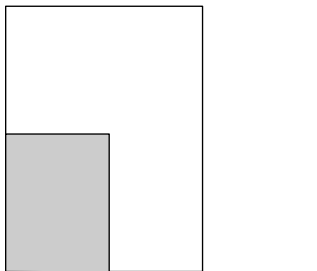


16" x 10" = 160 sq. inch

Pricing

1-4 issues: \$65

5 + issues: \$50



8" x 6" = 48 sq. inch

Pricing

1-4 issues: \$40

5 + issues: \$35

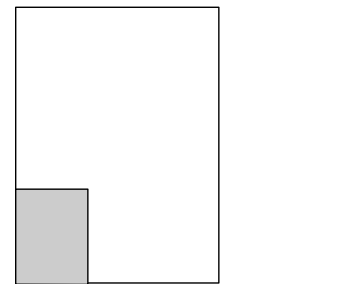


4" x 10" = 40 sq. inch

Pricing

1-4 issues: \$25

5 + issues: \$20



6" x 4" = 24 sq. inch

Pricing

1-4 issues: \$20

5 + issues: \$15