

# Rate Card

Effective: July 1, 2010

## Advertising Rates by Column Inch

Varies by ad size, as per below

1 to less than 3 col-in:	\$13.29 per col-in.
3 — < 6 col-in:	\$12.63 per col-in.
6 — < 9 col-in:	\$12.09 per col-in.
9 — < 12 col-in:	\$11.69 per col-in.
12 — < 15 col-in:	\$11.42 per col-in.
15 — < 18 col-in:	\$11.15 per col-in.
18 — < 21 col-in:	\$10.89 per col-in.
21 — < 24 col-in:	\$10.77 per col-in.
24 — < 27 col-in:	\$10.63 per col-in.
27 — < 30 col-in:	\$10.51 per col-in.
30 — < 33 col-in:	\$10.36 per col-in.
33 — < 36 col-in:	\$10.23 per col-in.
36 — < 39 col-in:	\$10.10 per col-in.
39 — < 42 col-in:	\$ 9.97 per col-in.
42 — < 45 col-in:	\$ 9.83 per col-in.
45 — < 48 col-in:	\$ 9.70 per col-in.
48 — < 51 col-in:	\$ 9.56 per col-in.
51 — < 54 col-in:	\$ 9.50 per col-in.
54 — < 57 col-in:	\$ 9.44 per col-in.
57 — < 60 col-in:	\$ 9.36 per col-in.
60 — < 63 col-in:	\$ 9.30 per col-in.
63 — < 66 col-in:	\$ 9.24 per col-in.
66 — < 69 col-in:	\$ 9.17 per col-in.
69 — < 72 col-in:	\$ 9.10 per col-in.
72 — < 75 col-in:	\$ 9.03 per col-in.
75 — 77.5 col-in:	\$ 9.01 per col-in.

## Set Sizes (see examples below)

Full-Page	77.5 col-in	\$ 698.20
Half-Page	38.75 col-in	\$ 391.30
1/3-Page	25.83 col-in	\$ 274.47
1/4-Page	19.37 col-in	\$ 210.94
1/5-Page	15.5 col-in	\$ 172.89
1/6-Page	12.91 col-in	\$ 147.41
1/8-Page	9.68 col-in	\$ 113.19
1/10-Page	7.75 col-in	\$ 93.68
1/15-Page	5.16 col-in	\$ 65.16
Business Card	4	\$ 50.51
Minimum ad size:	1 col-in	\$ 13.29

## Position Charge

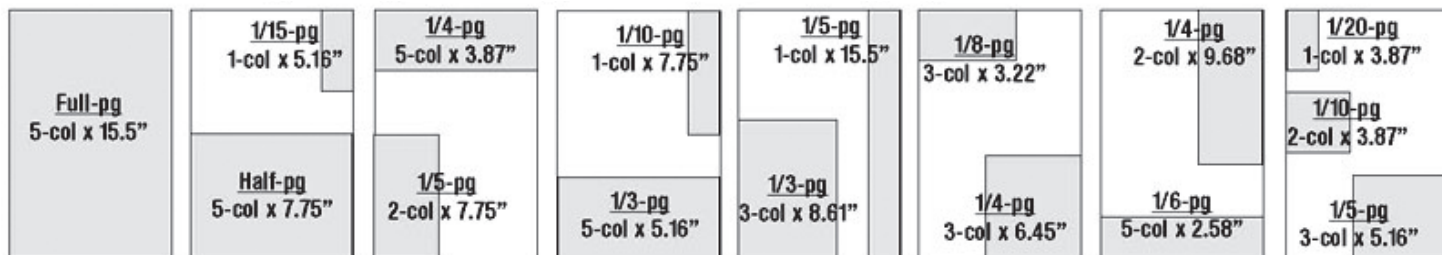
10% extra when available

## Inserts

\$64.52 per 1,000 (8½" x 11" max. size), must be delivered to printer two days before publication date.

## Example Set Sizes and Shapes

Minimum ad size is 1 column x 1 inch



## Special Section Supplements

Rates available on request.

## Taxes

PST not applicable; GST applicable, except for U of S units.

## Tabloid Page

- Trim size: 11" x 17"
- Image area: 9.833" x 15.25"

## Page Columns

5 columns wide, with column widths of:

- 1-col: 1.833"
- 2-col: 3.833"
- 3-col: 5.833"
- 4-col: 7.833"
- 5-col: 9.833"

## Agate Lines

- 12 lines per inch
- 183 lines per column

## Supplied Artwork

Ads must be camera-ready (PDF, JPEG, TIFF or hard-copy).

## Ad Preparation and Changes

Charged at \$60/hour, or portion thereof.  
Minimum charge: \$20.

## Halftone Screen

100 lpi

## Photographic Resolution

200 pixels-per-inch or higher

## Colour

- 2-color (black and medium green), make spot color Process Cyan. Charge: 10% extra.
- 4-colour charge: \$97.81

## Ad Agency/Commission Discount

15%

*On Campus News* is the University of Saskatchewan's official employee newspaper published 20 times per year and distributed to 6,100 readers including all faculty, administrators, staff and graduate students of the U of S, officials of related agencies and government departments, news media, paying subscribers and libraries in Saskatoon.

## On Campus News

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## Volume Discount

Book 5 ads for 5% discount, 10 ads for 10% discount, 15 ads for 15% discount.

## 2010-11 Publishing Schedule

Issue No.	Issue Date	Deadline Date
1	June 25, 2010	June 17, 2010
2	July 30, 2010	July 22, 2010
3	Aug. 27, 2010	Aug. 19, 2010
4	Sept. 10, 2010	Sept. 2, 2010
5	Sept. 24, 2010	Sept. 16, 2010
6	Oct. 8, 2010	Sept. 30, 2010
7	Oct. 22, 2010	Oct. 14, 2010
8	Nov. 5, 2010	Oct. 28, 2010
9	Nov. 19, 2010	Nov. 10, 2010*
10	Dec. 3, 2010	Nov. 25, 2010
11	Jan. 14, 2011	Jan. 6, 2011
12	Jan. 28, 2011	Jan. 20, 2011
13	Feb. 11, 2011	Feb. 3, 2011
14	March 4, 2011	Feb. 17, 2011
15	March 18, 2011	March 10, 2011
16	April 1, 2011	March 24, 2011
17	April 15, 2011	April 7, 2011
18	April 29, 2011	April 21, 2011
19	May 13, 2011	May 5, 2011
20	May 27, 2011	May 19, 2011

\* Nov. 10 is a Wednesday to accommodate the stat holiday Thursday, Nov. 11