

THE RING

THE UNIVERSITY OF VICTORIA'S COMMUNITY NEWSPAPER

2011/12 RATE CARD

PUBLICATION DATES

FALL 2011

2012

- September 8
- October 6
- November 8
- December 8
- January 12
- February 9
- March 8
- April 12
- May 10
- June 11
- July 12

BOOKING DEADLINE Two weeks prior to publication.

ARTWORK DUE One week prior to publication.

TECHNICAL SPECIFICATIONS

Accepted ad file formats:

- CMYK or Greyscale
- PDF or EPS (include fonts or convert them all to outlines).

For electronically submitted photographs, TIFF format is preferred (200 dpi). JPEGs saved at maximum quality are accepted.

Half-tone screen = 100 lpi

Logos should be saved as EPS or TIFF (depending on the type of graphic).

The Ring uses a five column grid (1 column = 1.875")

Ads in *The Ring* are printed in full (Process) colour — including black and white.

Ads, photos and logos can be submitted electronically on disk or by e-mail (see below for addresses)

AD DESIGN

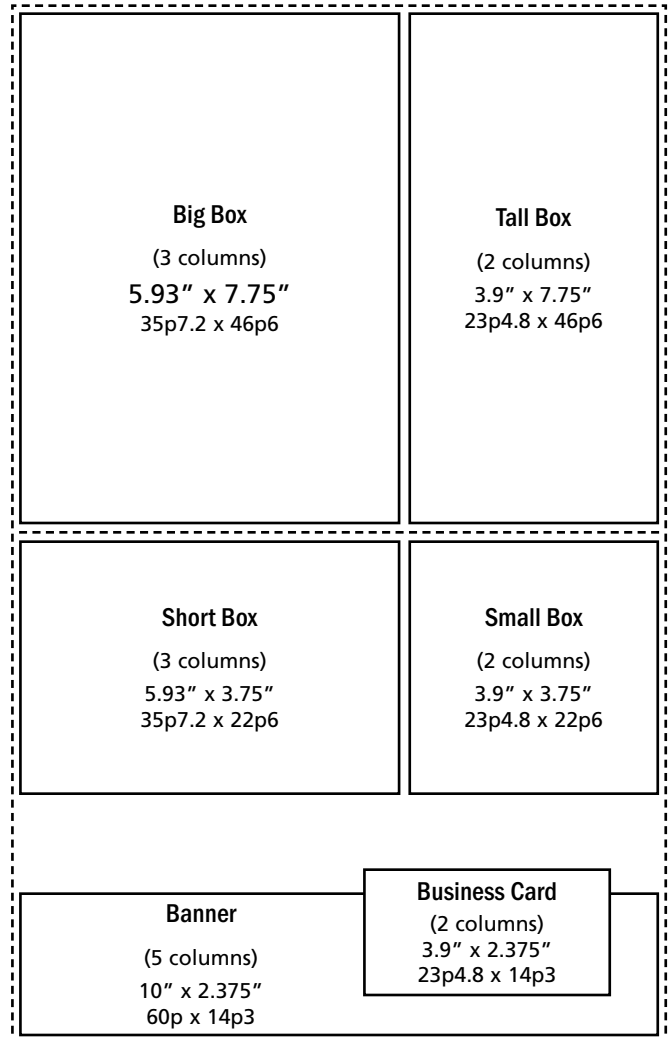
A cost estimate to design an ad will be supplied upon request.

Please email artwork to: ring@uvic.ca
and Cc to: ringads@uvic.ca

Advertising sales contact: Bonnie Light
Tel 250-388-5321
Fax 250-388-5879
ringads@uvic.ca

The Ring is UVic's community newspaper, produced by UVic Communications Services. (circulation 5,200)

PO Box 1700 Stn CSC
Victoria BC Canada
V8W 2Y2



AD PRICING

AD NAME	WIDTH x HEIGHT	COST
Business Card	3.9" x 2.375"	\$100
Small Box	3.9" x 3.75"	\$140
Banner	10" x 2.375"	\$160
Short Box	5.93" x 3.75"	\$205
Tall Box	3.9" x 7.75"	\$250
Big Box	5.93" x 7.75"	\$315
Half page (horizontal)	10" x 7.75"	\$420
Full Page	10" x 16"	\$840

DISCOUNTS • 10% 6-10 issues • 20% 11 issues