



University of Victoria

# THE RING

THE UNIVERSITY OF VICTORIA'S COMMUNITY NEWSPAPER

## ADVERTISING RATES & SPECIFICATIONS

ISSUES PRINTED	BOOK BY	ARTWORK DUE
• Fall 2023 .....	Sept 15 .....	Sept 25
• Winter 2024 .....	Jan 05 .....	Jan 15
• Spring/Summer 2024 .....	May 15 .....	May 25

### TECHNICAL SPECIFICATIONS

Provide your ad artwork to these specifications and email to the address below:

- CMYK or Greyscale
- PDF or EPS (include fonts or convert to outlines)
- JPEG saved at highest/best quality

Half-tone screen = 120 lpi

Logos should be saved as EPS or TIFF

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

### PUBLICATION INFORMATION

The Ring is printed in full colour, including all display ads.

It is available throughout UVic's campus in wall boxes, (located in most buildings), delivered to all faculties and departments, and in many locations around Greater Victoria.

The newspaper is free and each issue is in circulation for a minimum of twelve weeks.

EMAIL ARTWORK TO: [ring@uvic.ca](mailto:ring@uvic.ca)

**ADVERTISING SALES CONTACT:** **Bonnie Light Advertising**  
**Victoria, BC**  
**250-388-5321**  
**[adsring@uvic.ca](mailto:adsring@uvic.ca)**

The Ring is UVic's community newspaper, produced by UVic Communications Services.

Circulation 6,500 (2,500 on campus & 4,000 off campus)

PO Box 1700 Stn CSC  
Victoria BC V8W 2Y2

<p><b>Big Box</b></p> <p>(3 columns) 5.93" x 7.75" 35p7.2 x 46p6</p>	<p><b>Tall Box</b></p> <p>(2 columns) 3.9" x 7.75" 23p4.8 x 46p6</p>
<p><b>Short Box</b></p> <p>(3 columns) 5.93" x 3.75" 35p7.2 x 22p6</p>	<p><b>Small Box</b></p> <p>(2 columns) 3.9" x 3.75" 23p4.8 x 22p6</p>
<p><b>Banner</b></p> <p>(5 columns) 10" x 2.375" 60p x 14p3</p>	<p><b>Business Card</b></p> <p>(2 columns) 3.9" x 2.375" 23p4.8 x 14p3</p>

### AD PRICES

AD NAME	WIDTH x HEIGHT	COST
Business Card .....	3.9" x 2.375" .....	\$110
Small Box .....	3.9" x 3.75" .....	\$150
Banner .....	10" x 2.375" .....	\$175
Short Box .....	5.93" x 3.75" .....	\$225
Tall Box .....	3.9" x 7.75" .....	\$275
Big Box .....	5.93" x 7.75" .....	\$345
Half page (horizontal) .....	10" x 7.75" .....	\$450
Full Page .....	10" x 16" .....	\$900

**20% DISCOUNT** when booking in all issues