

THE RING

THE UNIVERSITY OF VICTORIA'S COMMUNITY NEWSPAPER

2019/20 RATE CARD

PUBLICATION DATES

FALL 2019

- September 5
- October 3
- November 7

2020

- January 9
- February 6
- March 6
- April 9
- June 4

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 = 120 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)

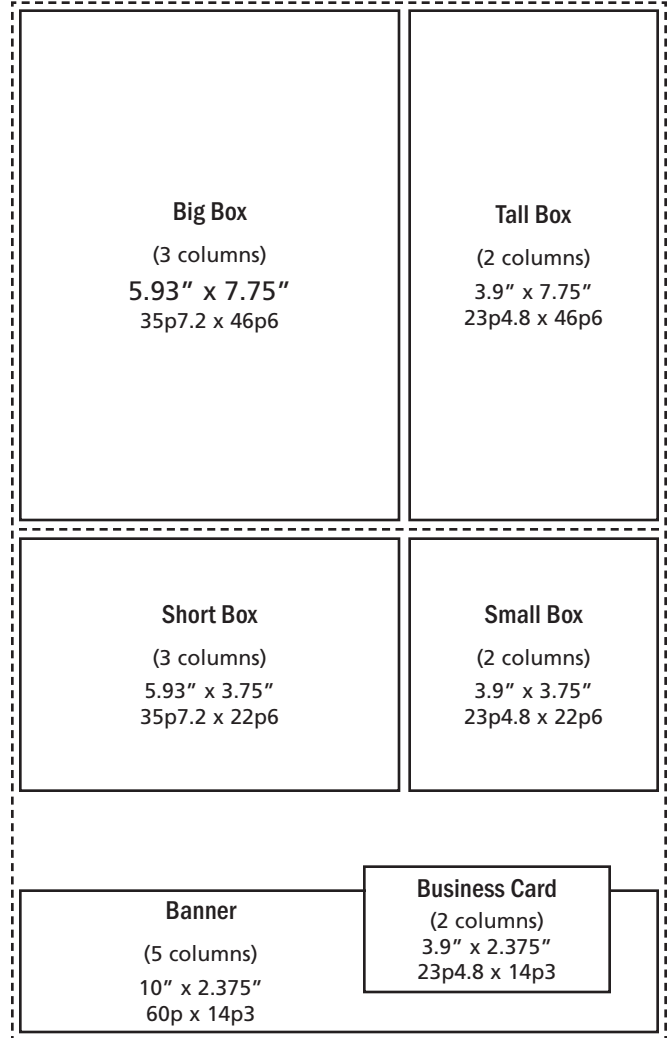
AD DESIGN: A cost estimate to design an ad will be supplied upon request.

Please email artwork to: ring@uvic.ca

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

The Ring is UVic's community newspaper, produced by UVic Communications Services. (circulation 3,500)

PO Box 1700 Stn CSC
 Victoria BC Canada
 V8W 2Y2



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

DISCOUNTS • 4-7 issues = 10% • all 8 issues = 20%