

### 2015-2016 **BUSINESS MEDIA KIT**





#### Ad Sizing & Payments

#### General

The Ledger is printed on 14" x 11" newsprint with 1" margins and approximately .5" headers. To see the actual sizes of the ad spaces we offer, please refer to the sizing charts on later pages. Ads received that do not fit the dimensions specified may be printed with a border that fills the ad space. It is recommended that customers print these sizing charts to visualize the ad space they would prefer, or request a printed media kit by emailing our Ads Manager at adledger@uw.edu Advertisers will be billed within 14 days of print, and payment is due within 14 days of the invoice date. One complimentary copy of The Ledger newspaper will be included with your invoice as proof of print. Outstanding invoices after 90 days will be considered delinquent and disqualify you from advertising with The Ledger in the future.

#### **Ad Sizing**

Full Page: 10"x 12.583"

1/2 Page: Horizontal- 10"x 6.5", Vertical- 12.583"x 5"

1/4 Page: Standard- 4.92"x 6.5", Horizontal- 10"x 3", Vertical- 2.375"x 12.583" 1/8 Page: Standard- 4.92"x 3.5", Horizontal- 10"x 1", Vertical- 2.375"x 6.5"

1/16 Page: Standard- 4.92"x 2", Vertical- 2.375"x4"

#### **Payment Policies**

Payment is by check only. Unless you are on an on-campus organization which meant that you would disclose your budget number on the contract. You will receive an invoice and proof of issue that your ad ran.

Please make checks out to "UWT The Ledger" and send to: The Ledger - ATTN: Ads Management University of Washington, Tacoma 1900 Commerce Street Tacoma, WA 98402



### **Business Pricing**

Color Ads	Full page		1/2 page		1/4 page		1/8 page		1/16 page	
	\$	385.00	\$	207.90	\$	115.50	\$	61.00	\$	34.65
Regular Price										
1-4 ads	\$	385.00	\$	207.90	\$	115.50	\$	61.00	\$	34.65
5-9 ads (5% discount)	\$	365.75	\$	197.51	\$	109.73	\$	57.95	\$	32.92
10+ ads (10% discount)	\$	346.50	\$	187.11	\$	103.95	\$	54.90	\$	31.19
Prepaying (10% discount)										
1-4 ads	\$	346.50	\$	187.11	\$	103.95	\$	54.90	\$	31.19
5-9 ads (additional 5% discount)	\$	327.25	\$	176.72	\$	98.18	\$	51.85	\$	29.45
10+ ads (additional 10% discount)	\$	308.00	\$	166.32	\$	92.40	\$	48.80	\$	27.72
Black and White Ads	Full page		1/2 page		1/4 page		1/8 page		1/16 page	
	\$	350.00	\$	189.00	\$	105.00	\$	56.00	\$	31.50
Regular Price										
1-4 ads	\$	350.00	\$	189.00	\$	105.00	\$	56.00	\$	31.50
5-9 ads (5% discount)	\$	332.50	\$	179.55	\$	99.75	\$	53.20	\$	29.93
10+ ads (10% discount)	\$	315.00	\$	170.10	\$	94.50	\$	50.40	\$	28.35
Prepaying (10% discount)										
1-4 ads	\$	315.00	\$	170.10	\$	94.50	\$	50.40	\$	28.35
5-9 ads (additional 5% discount)	\$	297.50	\$	160.65	\$	89.25	\$	47.60	\$	26.78
10+ ads (additional 10% discount)	\$	280.00	\$	151.20	\$	84.00	\$	44.80	\$	25.20



#### **Advertising Contact 2016**

Organization Name:					
Billing Address:					
Street Address		City	State	Zip-Code	
Contact Information:					
Phone Number	Fax Nun	nber	E-r	nail address	_
Advertisement:					
Size (check one):  [] Full page  [] 1/8 page  [] Color	[] []	1/2 page 1/16 page Black & White	[] 1/4 page		
Number of issues  Issue#	Price (se	Horizontal  e Ledger Prices Docu per issue  Run Da	ument) Total An = \$	nount	
			<u>uc</u>		
Winter Quarter, 2016  [] 12  [] 13  [] 14  [] 15  [] 16  [] 17	5 (check all that apply Dec. 28 Jan. 4 Jan. 11 Jan. 18 Jan. 25 Feb. 29	Jan. 4 Jan. 11 Jan. 19 Jan. 25 Feb. 1 Feb. 8		170 dpi	Required i, CMYK color i, or JPEG format.
[] 18 [] 19 [] 20 [] 21	Feb. 8 Feb. 15 Feb. 22 Feb. 29	Feb. 16 Feb. 22 Feb 29 March		Contac	t Information
Spring Ouarter, 2016	(check all that apply	)		Adverti	ising Manager
[] 22 [] 23 [] 24 [] 25	March 21 March 28 April 4 April 11	March 2 April 4 April 1 April 13	1		<i>E-Mail:</i> ger@uw.edu
	April 18 April 25 May 2 May 9 May 16	April 2: May 2 May 9 May 16	5		<i>Office:</i> 3-692-4428
[] 30 [] 31 [] 32	May 23 March 1 June 6				
Authorized Signature:			Date	e Signed:	
Ladger Ad Depresentatives			(Duc	last Number)	

Policies: This contract constitutes an agreement for publication of paid advertisements between the advertiser and the between the advertiser and the University of Washington Ledger. Advertisers may express placement preference, but no guarantee is made. Publication dates may be subject to change. The Ledger reserves the right to cancel without notice or refuse any advertisement or material considered by the staff to be offensive or detrimental to the public or university.





# DISCOUNTS

Non-Profit and Prepay = 60% off Order 5-9 Ads = 5% off
Order 10+ Ads = 10% off
Prepay for Ads = 10% off
Non-Profit = 50% off

> (SHOWN HERE) 1/2 Horizontal

 $10 \times 6.5$  inches 60 x 39 picas

(NOT SHOWN)  $12.57 \times 5$  inches 75.4 x 30 picas 1/2 Vertical

12.57 x 10 inches (NMOHS LON) 75.4 x 60 picas Full Page

## DISCOUNTS

Order 5-9 Ads = 5% off
Order 10+ Ads = 10% off
Prepay for Ads = 10% off
Non-Profit = 50% off
Non-Profit and Prepay = 60% off

1/4 Standard 4.92 x 6.5 inches 29.5 x 39 picas



1/8 Vertical 2.375 x 6.5 inches

2.375 x 13 inches

1/4 Vertical

14.25 x 74 picas

1/8 Standard 4.92 x 3.5 inches

