



2015-2016

STUDENT / NON-PROFIT MEDIA KIT



The Tacoma Ledger
University of Washington Tacoma
1900 Commerce Street
MAT 151 / adledger@uw.edu / 253.692.4529



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



Student / Non-Profit Pricing

Color Ads	Full page	1/2 page	1/4 page	1/8 page	1/16 page
	\$ 192.50	\$ 103.95	\$ 57.75	\$ 30.50	\$ 17.33
Regular Price					
1-4 ads	\$ 192.50	\$ 103.95	\$ 57.75	\$ 30.50	\$ 17.33
5-9 ads (5% discount)	\$ 182.88	\$ 98.75	\$ 54.86	\$ 28.98	\$ 16.46
10+ ads (10% discount)	\$ 173.25	\$ 93.56	\$ 51.98	\$ 27.45	\$ 15.59
Prepaying (10% discount)					
1-4 ads	\$ 173.25	\$ 93.56	\$ 51.98	\$ 27.45	\$ 15.59
5-9 ads (additional 5% discount)	\$ 163.63	\$ 88.36	\$ 49.09	\$ 25.93	\$ 14.73
10+ ads (additional 10% discount)	\$ 154.00	\$ 83.16	\$ 46.20	\$ 24.40	\$ 13.86
Black and White Ads					
	Full page	1/2 page	1/4 page	1/8 page	1/16 page
	\$ 175.00	\$ 94.50	\$ 52.50	\$ 28.00	\$ 15.75
Regular Price					
1-4 ads	\$ 175.00	\$ 94.50	\$ 52.50	\$ 28.00	\$ 15.75
5-9 ads (5% discount)	\$ 166.25	\$ 89.78	\$ 49.88	\$ 26.60	\$ 14.96
10+ ads (10% discount)	\$ 157.50	\$ 85.05	\$ 47.25	\$ 25.20	\$ 14.18
Prepaying (10% discount)					
1-4 ads	\$ 157.50	\$ 85.05	\$ 47.25	\$ 25.20	\$ 14.18
5-9 ads (additional 5% discount)	\$ 148.75	\$ 80.33	\$ 44.63	\$ 23.80	\$ 13.39
10+ ads (additional 10% discount)	\$ 140.00	\$ 75.60	\$ 42.00	\$ 22.40	\$ 12.60



Advertising Contact 2016

Organization Name: _____

Billing Address:

Street Address _____ City _____ State _____ Zip-Code _____

Contact Information:

Phone Number _____ Fax Number _____ E-mail address _____

Advertisement:

Size (check one):

Full page 1/2 page 1/4 page
 1/8 page 1/16 page

Color Black & White
 Standard Horizontal Vertical

Number of issues _____ Price (see Ledger Prices Document) Total Amount
_____ x \$_____ per issue = \$_____

Issue# Copy Deadline Run Date

Winter Quarter, 2016 (check all that apply)

<input type="checkbox"/>	12	Dec. 28	Jan. 4
<input type="checkbox"/>	13	Jan. 4	Jan. 11
<input type="checkbox"/>	14	Jan. 11	Jan. 19
<input type="checkbox"/>	15	Jan. 18	Jan. 25
<input type="checkbox"/>	16	Jan. 25	Feb. 1
<input type="checkbox"/>	17	Feb. 29	Feb. 8
<input type="checkbox"/>	18	Feb. 8	Feb. 16
<input type="checkbox"/>	19	Feb. 15	Feb. 22
<input type="checkbox"/>	20	Feb. 22	Feb. 29
<input type="checkbox"/>	21	Feb. 29	March 7

Spring Quarter, 2016 (check all that apply)

<input type="checkbox"/>	22	March 21	March 28
<input type="checkbox"/>	23	March 28	April 4
<input type="checkbox"/>	24	April 4	April 11
<input type="checkbox"/>	25	April 11	April 18
<input type="checkbox"/>	26	April 18	April 25
<input type="checkbox"/>	27	April 25	May 2
<input type="checkbox"/>	28	May 2	May 9
<input type="checkbox"/>	29	May 9	May 16
<input type="checkbox"/>	30	May 16	May 23
<input type="checkbox"/>	31	May 23	March 31
<input type="checkbox"/>	32	May 31	June 6 [Graduation Issue]

<p>Required</p> <p><i>170 dpi, CMYK color PSD, PDF, or JPEG format.</i></p>
<p>Contact Information</p> <p><i>Advertising Manager</i></p> <p><i>E-Mail:</i> adledger@uw.edu</p> <p><i>Office:</i> 253-692-4428</p>

Authorized Signature: _____ Date Signed: _____

Ledger Ad Representative: _____ (Budget 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

- 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

1/2 Horizontal
(SHOWN HERE)
10 x 6.5 inches
60 x 39 picas

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

Full Page
(NOT SHOWN)
12.57 x 10 inches
75.4 x 60 picas

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

1/4 Vertical

2.375 x 13 inches

14.25 x 74 picas

1/8 Vertical

2.375 x 6.5 inches

14.25 x 39 picas

1/8 Standard

4.92 x 3.5 inches



29.5 x 21 picas

1/16 Vertical
2.375 x 4 inches
14.25 x 24 picas

1/16 Standard
4.92 x 2 inches
29.5 x 12 picas

1/4 Horizontal
10 x 3 inches
60 x 18 picas

1/8 Horizontal
10 x 1 inches
60 x 6 picas