

AD RATE VISUAL

1 NEWS OPINION ARTS & ENTERTAINMENT SPOTLIGHT The Ledger January 1, 2017 Volume 4 Issue 1

Your Ad Here
QUARTER PAGE

On Campus Advertisers Color \$65

Off Campus Advertisers

Color \$85 B&W \$65

The Ledger
Design Services
Pricing is as follows

Basic Ad Design
(one and monochrome)
\$20

Special Ad Design
\$40

Your Ad Here

Half Page Ad

<p style="font-size: x-small;">On Campus Advertisers</p> <p style="text-align: center; font-size: 1.5em; color: #0056b3;">Color \$120</p>	<p style="font-size: x-small;">Off Campus Advertisers</p> <p style="text-align: center; font-size: 1.5em; color: #0056b3;">Color \$160</p> <p style="text-align: center; font-size: 1.5em; color: #0056b3;">B&W \$120</p>
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NEWS OPINION ARTS & ENTERTAINMENT SPOTLIGHT The Ledger January 1, 2017 Volume 4 Issue 1 2

FULL PAGE AD

Your Ad Here.

On Campus Advertisers

Color \$200

Off Campus Advertisers

Color \$290

B&W \$200

DIMENSIONS

- 1/16 Page Ad: 5"W x 2"D
- 1/8 Page Ad: 5"W x 3.5"D
- 1/4 Page Ad: 5"W x 6"D
- 1/2 Page Ad: 10"W x 6.25"D
- Full Page Ad: 10"W x 12.625" D

AD DEADLINES

Deadline to Place/Cancel AD	Publication Dates	
March 22	#1: March 26	_____
March 30	#2: April 2	_____
April 5	#3: April 9	_____
April 12	#4: April 16	_____
April 19	#5: April 23	_____
April 26	#6: April 30	_____
May 3	#7: May 7	_____
May 10	#8: May 14	_____
May 17	#9: May 21	_____
May 24	#7: May 28	_____
May 31	#8: June 4	_____

CONTACT US

The Tacoma Ledger
Mattress Factory, MAT 151 Box 358405
 1900 Commerce St Tacoma, WA 98402
 Direct 253.692.4529
www.thetacomalledger.com

Advertising Manager,
 Natalie Garces
adledger@uw.edu
 Mobile 253.867.7530

THE LEDGER ADVERTISING CONTRACT (FOR OFF-CAMPUS ADVERTISERS)

Contact Information:

Advertiser Name _____

Contact person _____

Address for Invoice _____

City/State/Zip _____

Phone _____ E-mail _____

Ad Size (Please check one)

- Full Page (BW \$200/issue; Color \$290/issue)
- 1/2 Page (BW \$120/issue; Color \$160/issue)
- 1/4 Page (BW \$65/issue; Color \$85/issue)
- 1/8 Page (BW \$30/issue; Color \$45/issue)
- 1/16 Page (BW \$15/issue; Color \$20)

Design Services (Optional)

- Basic Ad (\$20)
- Special Ad (\$40)

Contract Terms (Please check one)

- Run my ad every issue
- Run my ad for a whole month (5 issues)
- Run my ad only in specific issues (check which issues on above page). Please note how many issues you would like your ad to run. _____

Payment Terms

- Prepaid for year (see rate tables above)
- Prepaid table for selected issues
- Bill me for each issue

Total Cost: _____

Payment Enclosed: _____

Make check payable to:
The Tacoma Ledger

The Ledger Newspaper Advertising Guidelines:

- All ad copy must be submitted by the deadlines above. Deadlines are generally 5 days before publication date.
- The same ad will run in each issue unless we receive changes by the deadline listed above.
- If you select "Bill me for each issue", you agree to pay within 30 days of the date on the invoice.
- The Ledger is not responsible for errors or omission in ad copy submitted by you. If we cause an error or omission, we agree to refund cost per issue depending on the terms of contract.
- The ledger is not responsible for losses post publication of the advertisement.

Name (print): _____ Date: _____

Signature: _____