

AD RATE VISUAL

The Ledger Design Services
Pricing is as follows

Quarter Page Ad

On Campus Advertisers: Color \$65, B&W \$65

Off Campus Advertisers: Color \$85, B&W \$65

Half Page Ad

On Campus Advertisers: Color \$120, B&W \$120

Off Campus Advertisers: Color \$160, B&W \$120

FULL PAGE AD

Your Ad Here.

On Campus Advertisers: Color \$200, B&W \$200

Off Campus Advertisers: Color \$290, B&W \$200

DIMENSIONS

One Quarter Page Ad: 5"W x 6"D

Half 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	
January 4	#1: January 8	_____
January 11	#2: January 15	_____
January 18	#3: January 22	_____
January 25	#4: January 29	_____
February 1	#5: February 5	_____
February 8	#6: February 12	_____
February 15	#7: February 19	_____
February 22	#8: February 26	_____
March 1	#9: March 5	_____

Deadlines for spring quarter TBD.

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)
- Half Page (BW \$120/issue; Color \$160/issue)
- Quarter Page (BW \$65/issue; Color \$85/issue)

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: _____