

# the UNDERGROUND

## ADVERTISING RATE CARD 2011-2012



### ISSUE DATES

- Issue 00 - Sept. 1 (Frosh)
- Issue 01 - Sept. 29
- Issue 02 - Oct. 13
- Issue 03 - Oct. 27
- Issue 04 - Nov. 10
- Issue 05 - Nov. 24 (Holiday)
- Issue 06 - Jan. 19
- Issue 07 - Feb. 2
- Issue 08 - Feb. 16
- Issue 09 - Mar. 1
- Issue 10 - Mar. 15
- Issue 11 - Mar. 29 (Summer)

## Why advertise with The Underground?

- Official student paper at U of T Scarborough (UTSC) since 1982
- Caters to a unique population of 10,000+ students, faculty and staff
- Only student paper specifically designed for UTSC community
- Champion of investigative and opinion journalism, with diverse content
- Unique magazine style format, with high-quality graphics and printing
- Low rates with frequency discounts and special rates for student groups
- 85% of students pick up their campus paper\*

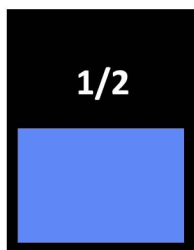
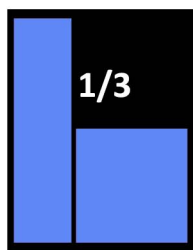
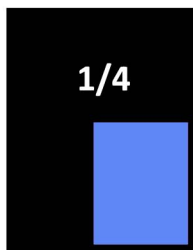
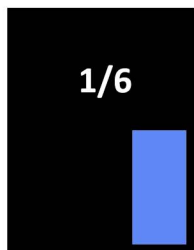
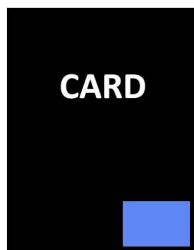
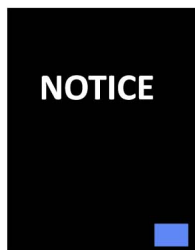
**To book an ad contact Sherini Ramuite at  
[advertising@the-underground.ca](mailto:advertising@the-underground.ca)**



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## BLACK+ WHITE

## COLOUR

SIZE	DIMENSIONS	RATE	RATE
Notice	1.5" x 1"	\$60	\$75
Card	2" x 3"	\$75	\$125
1/6 page	2.4" x 5.1"	\$100	\$200
1/4 page	4.25" x 5.5"	\$200	\$300
1/3 page	5" x 5.1" OR 2.4" x 10.2"	\$250	\$400
1/2 page	7.5" x 5.1"	\$300	\$500
Full page	8.5" x 11"	\$500	\$850
Inside Front/Back Cover	8.5" x 11"	\$600	\$950
Back cover	8.5" x 11"	N/A	\$1200

**DISCOUNTS**  
 - 5+ ads: 10% off,  
 - 10+ ads: 20% off

**Student groups:**  
**25% off all add prices!**

## WEB

Big box	300 x 250 pixels	\$150/month
Leaderboard	980 x 100 pixels	\$250/month

## THINGS YOU SHOULD KNOW

- We offer in house ad design services. Contact us for more information.
- All files must be sent to [advertising@the-underground.ca](mailto:advertising@the-underground.ca) by the Friday before production (by 6 p.m.)
- All files must be in PDF format (high-quality, 300 dpi)
- Payments must be made by cheque within 30 days of invoice receipt. Charges will increase by 10%/wk. for late payments.

