

2008/2009 Publication Schedule

Summer Issues:

May 1, 2008
June 5, 2008
July 3, 2008
August 7, 2008

September							October							November							December						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
	1	2	3	4	5	6			1	2	3	4							1		1	2	3	4	5	6	
7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
14	15	16	17	18	19	20	12	13	14	15	16	17	18	Reading Break							14	15	16	17	18	19	20
21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
28	29	30	26	27	28	29	30	31	23	24	25	26	27	28	29	28	29	30	31								

January							February							March							April						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	Reading Break							15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31								29	30	31	26	27	28	29	30						

Ad Specifications and Booking details

Mechanical Information:
10¼" x 16" deep
231 lines deep x 5 columns
1150 lines per page

Column Width:
1 col-2" 12 picas
2 col-4" 24 picas
3 col-6" 36 picas
4 col-8" 48 picas
5 col-10" 60 picas

Colour:
Black plus 1: \$145
Black plus 2: \$285
Black plus 3: \$380

Deadlines:
Space booking and copy are due by noon Friday for the following week's edition.

Copy:
The Martlet reserves the right to refuse any advertising copy submitted.

Ad Design:
An additional charge of \$25 will apply for minor modifications of ads. A charge of \$50 will apply for the creation of original ads.

Credit:
New Accounts will be required to pay in advance if credit is not established. Accounts overdue will be charged interest at 2% per month. Reduced contract rates are revoked upon failure to pay after 45 days and revert to highest column line rate. All credit is revocable upon violation of same conditions.

Payment:
Make all cheques payable to: The Martlet
PO Box 3035,
Student Union Building,
University of Victoria,
Victoria, BC V8W 3P3

Ad Check:
It is agreed that if an error occurs, the liability is limited to the price of the ad.

How to reach us:
Ad Director
Tel: 250-721-8359
Fax: 250-472-4556
Cell: 250-415-6633
E-mail: ads@martlet.ca

Dimensions	Casual	4 times*	8 times*	12 times*	Annual*
Back Page 1120 lines 80 col." 10" x 16"	\$ 1167	\$ 1049	\$ 869	\$ 783	\$ 696
Full Page 1120 lines 80 col." 10" x 16"	929	836	693	623	554
Half 560 lines 50 col." 10" x 8"	503	453	375	337	299
Third 378 lines 27 col." 6" x 9"	365	329	272	245	217
Quarter 294 lines 21 col." 6" x 7" 8" x 5¼"	306	274	227	204	181
Sixth 210 lines 15 col." 6" x 5"	231	208	172	154	138
Eighth 140 lines 10 col." 4" x 5"	155	140	116	104	92
Thirteenth 98 lines 7 col." 4" x 3.5"	128	114	95	85	76
Sixteenth 70 lines 5 col." 4" x 2.5"	98	87	71	64	58
Bus. Card 56 lines 5 col." 4" x 2"	77	68	56	50	45
Business Classifieds	\$6 per line (5 words per line)				
Line Rate	\$1.31 per line = \$18.48 per column inch for non-standard sizes				

*price per ad based on a contract for the stated number of issues.