

### 2007/2008 Publication Schedule

**Special Issues:**  
Will be announced shortly

**Summer Issues:**  
May 17, 2007  
June 14, 2007  
July 12, 2007  
August 16, 2007

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	1	2	3	4	5	6					1	2	3							1	
2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	3	10	2	3	4	5	6	7	8
9	10	11	12	13	14	15	14	15	16	17	18	19	20	Reading Break							9	10	11	12	13	14	15
16	17	18	19	20	21	16	21	16	17	24	25	26	27	18	19	20	21	22	17	24	16	17	18	19	20	21	16
17	24	25	26	27	28	29	28	29	30	31	25	26	27	28	29	30	17	24	25	26	27	28	29				
30																			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							1							
			1	2	3	4	5																	1	2	3	4	5
6	7	8	9	10	11	12	3	4	5	6	7	8	3	2	3	4	5	6	7	8	6	7	8	9	10	11	12	
13	14	15	16	17	18	19	10	11	12	13	14	15	16	9	10	11	12	13	14	15	13	14	15	16	17	18	19	
20	21	22	23	24	25	26	Reading Break							16	17	18	19	20	21	16	20	21	22	23	24	25	26	
27	28	29	30	31			24	25	26	27	28	29	17	24	25	26	27	28	29	27	28	29	30					
													30	31														

### Ad Specifications and Booking details

**Mechanical Information:**  
10 1/4" 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 \$30 will apply for minor modifications of ads. Creation of original ads will a \$65 charge.

**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:**  
Seth Cooper  
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*
<b>Back Page</b> 1120 lines 80 col." 10" x 16"	\$ 1167	\$ 1049	\$ 869	\$ 783	\$ 696
<b>Full Page</b> 1120 lines 80 col." 10" x 16"	929	836	693	623	554
<b>Half</b> 560 lines 50 col." 10" x 8"	503	453	375	337	299
<b>Third</b> 378 lines 27 col." 6" x 9"	365	329	272	245	217
<b>Quarter</b> 294 lines 21 col." 6" x 7" 8" x 5 1/4"	306	274	227	204	181
<b>Sixth</b> 210 lines 15 col." 6" x 5"	231	208	172	154	138
<b>Eighth</b> 140 lines 10 col." 4" x 5"	155	140	116	104	92
<b>Thirteenth</b> 98 lines 7 col." 4" x 3.5"	128	114	95	85	76
<b>Sixteenth</b> 70 lines 5 col." 4" x 2.5"	98	87	71	64	58
<b>Bus. Card</b> 56 lines 5 col." 4" x 2"	77	68	56	50	45
<b>Business Classifieds</b>	\$6 per line (5 words per line)				
<b>Line Rate</b>	\$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.