

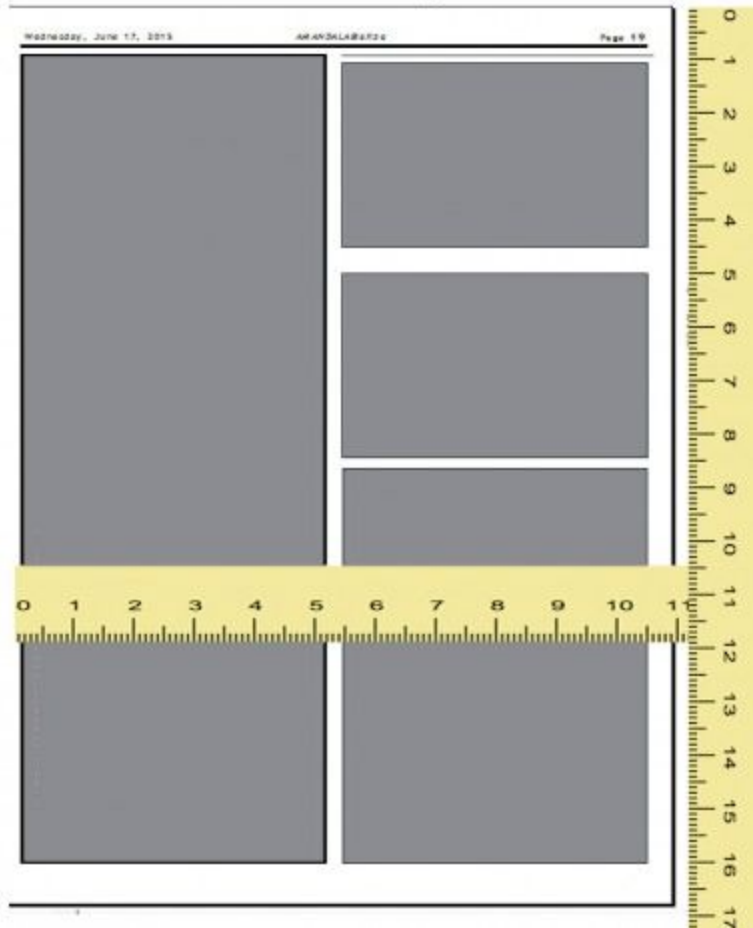
Print Advertising Rates, 2019-2020

Contact advertising@trentarthur.ca to begin advertising with Trent University and Peterborough-Nogojiwanong's Independent Student Press!

- All prices are in Canadian dollars before taxes.
- Advertisements must be submitted **at least by the Thursday before** the desired issue.
- Images must be sent in **.pdf or .jpg/.jpeg format with 300 dpi**.
- If you would like *Arthur* staff to design an advertisement for you, please expect a \$75 surcharge.
- For best results please design your image to the dimensions below.
- Other dimensions may be negotiated with rates subject to appropriate change.

| | Black & White | Colour |
|---|---------------|--------|
| Full Page (16" tall × 10" wide) | \$375 | \$675 |
| Half Page Horizontal (8" tall × 10" wide) | \$210 | \$410 |
| Half Page Vertical (16" tall × 5" wide) | \$210 | \$410 |
| ⅓ Page Horizontal (5.34" tall × 10" wide) | \$190 | \$390 |
| ⅓ Page Vertical (8" tall × 3.34" wide) | \$190 | \$390 |
| ¼ Page Horizontal (4" tall × 10" wide) | \$170 | \$270 |
| ¼ Page Vertical (8" tall × 5" wide) | \$170 | \$270 |
| ⅕ Page (3.65" tall × 7.3" wide) | \$150 | \$250 |
| ⅕ Page (3.65" tall × 5" wide) | \$100 | \$150 |

Tabloid = 11" by 17"



This is an approximate guide for your advertisement designs. Please note that we do not print outside of the dimensions that we've outlined on page 1 for visual consistency (header, footer, margins and bleed, etc).