



ADVERTISING SCHEDULE & RATES 2009-2010

The Transcript

The Student Newspaper of Ohio Wesleyan University

DISPLAY RATES

Local/Open Rate: \$5 per column inch
University Affiliated: \$4.50 per column inch
Student Group: \$3 per column inch
Copy deadline is Friday at 5 p.m. for the issue distributed the next Thursday.

THE BUY BY VOLUME DEAL!

If you purchase advertising for the entire academic year, take 40% off total cost. If you purchase by the semester, take 20% off the total cost. It pays to advertise with us over time.

PAY IN ADVANCE TO SAVE!

If you choose not to advertise over a semester or for the entire academic year, you can still save. Pay for the advertising in advance, and we take 10% off the total cost.

COLOR & INSERTS

Spot color: \$85 per color (front and back)
\$160 per color (inside pages)

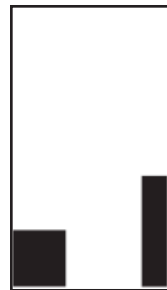
Full/four color rate: \$250 (front, back or center)

Insert rate: \$75 per 1,000 (no size limits)

CLASSIFIED RATES

Line ads are 25 cents per word.
NO discounts apply to classified ads except for the 10% pre-pay discount.

SAMPLE SIZES



1/16 Page (H or V)
2 col. x 4 in.
or 1 col. x 8 in.
\$40



1/8 Page (H or V)
3 col. x 5 in.
2 col. x 7.5 in.
\$75



Quarter Page (H or V)
5 col. x 6 1/4 in.
3 col. x 10.5 in.
\$157.50



Half Page (H or V)
6 col. x 10.5 in.
3 col. x 20.5 in.
\$315



Full Page (H or V)
6 col. x 20.5 in.
\$615

PUBLICATION

SCHEDULE 2009 -2010

The Transcript is distributed every Thursday during the academic year, with the exception of weeks during which university breaks are scheduled (12 issues per semester).

FALL 2009

(Ad deadline the Friday before publication)

SEPTEMBER: 10, 17, 24

OCTOBER: 1, 8, 22, 29

(Oct. 15 is mid-semester break)

NOVEMBER: 5, 12, 19

(Nov. 26 is Thanksgiving break)

DECEMBER: 3, 10

SPRING 2010

(Ad deadline the Friday before publication)

JANUARY: 28

FEBRUARY: 4, 11, 18, 25

MARCH: 4, 18, 25

(March 11 is spring break)

APRIL: 1, 8, 15, 22

ABOUT TRANSCRIPT

READERSHIP

The Transcript reaches approximately 2,100 readers (1,800 students and 300 faculty and staff). By advertising in *The Transcript*, you can be assured that your message will reach a specific target market and have an impact on your business. Our affordable rates and discount programs are a great way for you to tap into these potential customers.

OWU students patronize many businesses in downtown Delaware and the surrounding area during the academic year. New and transferring students may be unaware of the local area, while returning students may need a reminder. In addition, parents and family are also potential customers for local business.

We feel the return from your investment in advertising in our newspaper represents an economical way for you to reach the OWU community.

NUMBERS

Phone: 740-368-2911

Fax: 740-368-3649

Adviser: 740-368-3517

MAILING ADDRESS

The Transcript

Journalism Department

Ohio Wesleyan University

61 S. Sandusky Street

Delaware, OH 43015

E-MAIL

owunews@owu.edu

Adviser: mmrhodes@owu.edu

PAYMENT

Check or money order. Sorry, no credit or debit cards. We are happy to invoice you.

MECHANICAL SPECS

The Transcript is printed on a 6-column broadsheet; one column is 1 and 13/16 inches wide. Printable page depth is 20 1/2 inches. Printable page width is 11 1/2 inches.

1 column = 1 13/16 inches wide

2 columns = 3 3/4 inches wide

3 columns = 5 11/16 inches wide

4 columns = 7 5/8 inches wide

5 columns = 9 9/16 inches wide

6 columns = 11 1/2 inches wide

YOUR ADVERTISING

REPRESENTATIVE
