

# *The Athenaeum*

## **Media Kit & Rate Card**

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**2015/2016**

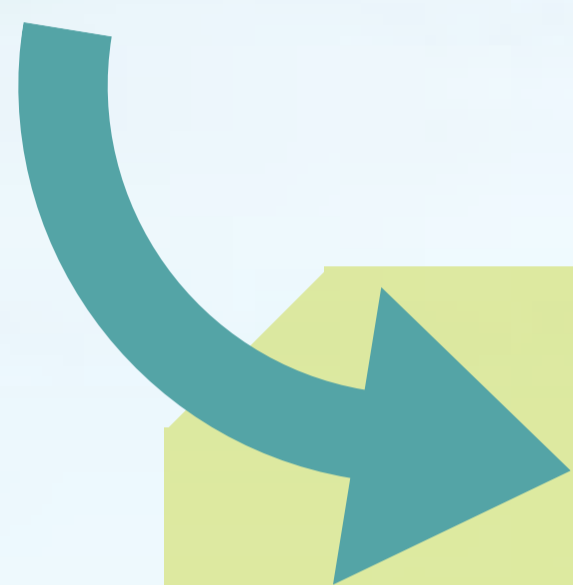
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**Acadia's Student Newspaper  
Since 1874**

**Advertising Inquiries:**  
**Theresa Connell, Advertising Manager**  
**connell.advertising@acadiau.ca / (506) 343-7281**



# **Advertise with Us!**



**Full Page**

**Half Page**

**Banner**

**1/3rd Page**

**1/4th Page**

**1/8th Page**

**1/16th Page**

**Online Advertising- \$120/ 2wks**

***\*see last page for pricing***

# Why Jump on Board...

20 Locations  
Across the  
Acadia Campus

8 Locations in  
Wolfville including:  
Library Pub, Just Us!  
and the Main Street  
Press Box



# **Production Schedule**

**September 27th**

**October 25th**

**November 15th, 29th**

**January 24th**

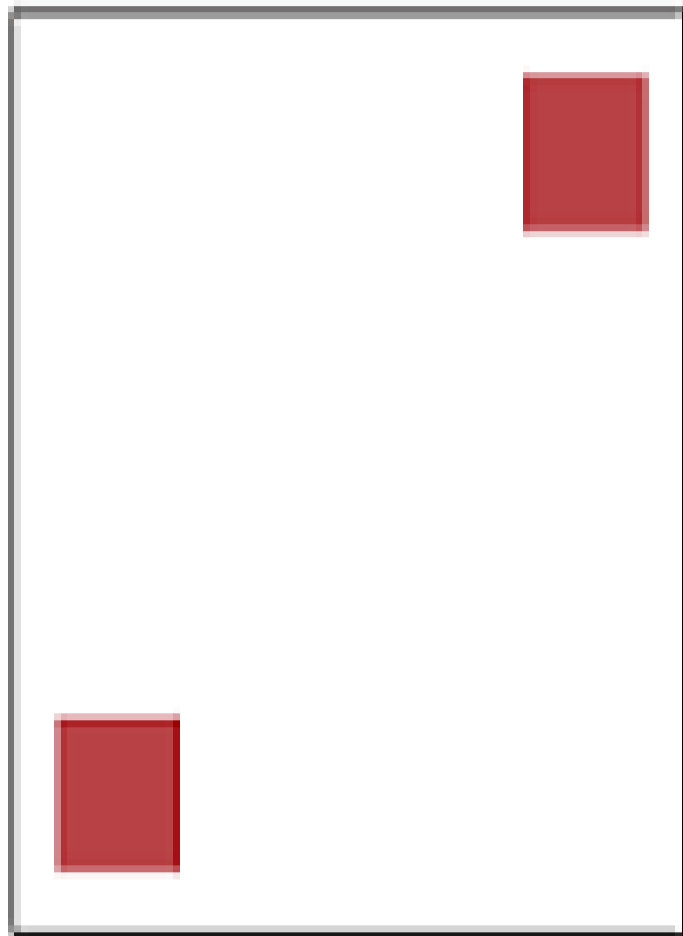
**February 7th, 28th**

**March 20th**

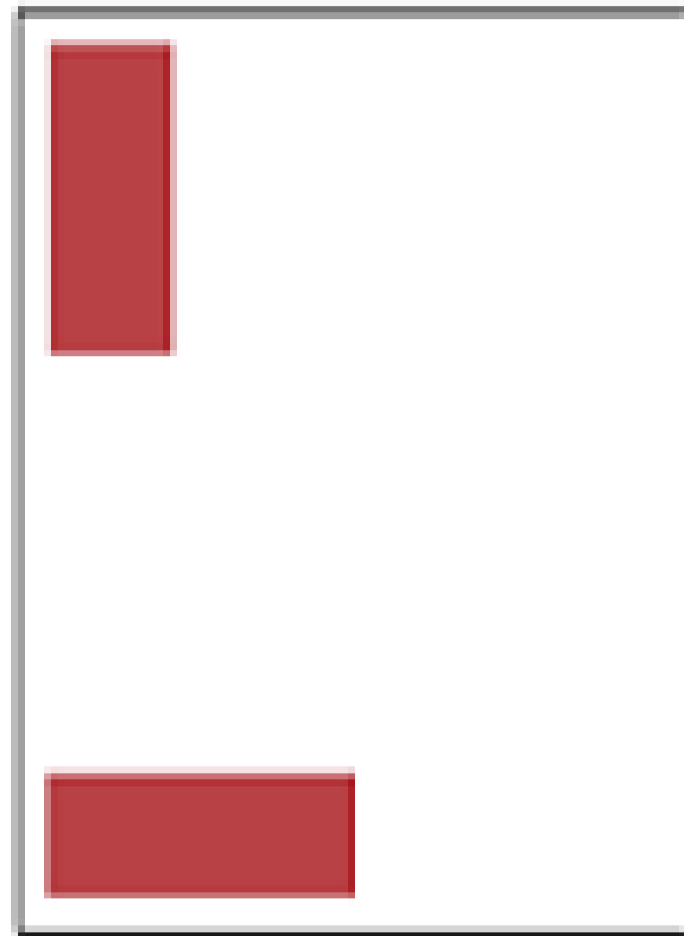
**April 3rd**

**Ads are due by 5pm on the Friday before  
corresponding production date**

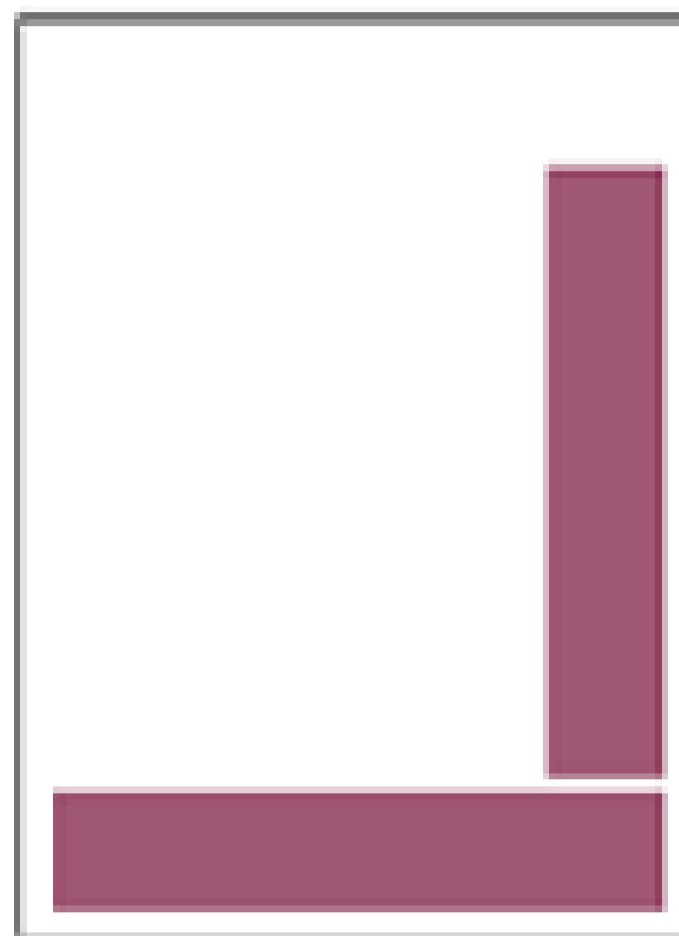
# Advertisement Specifications



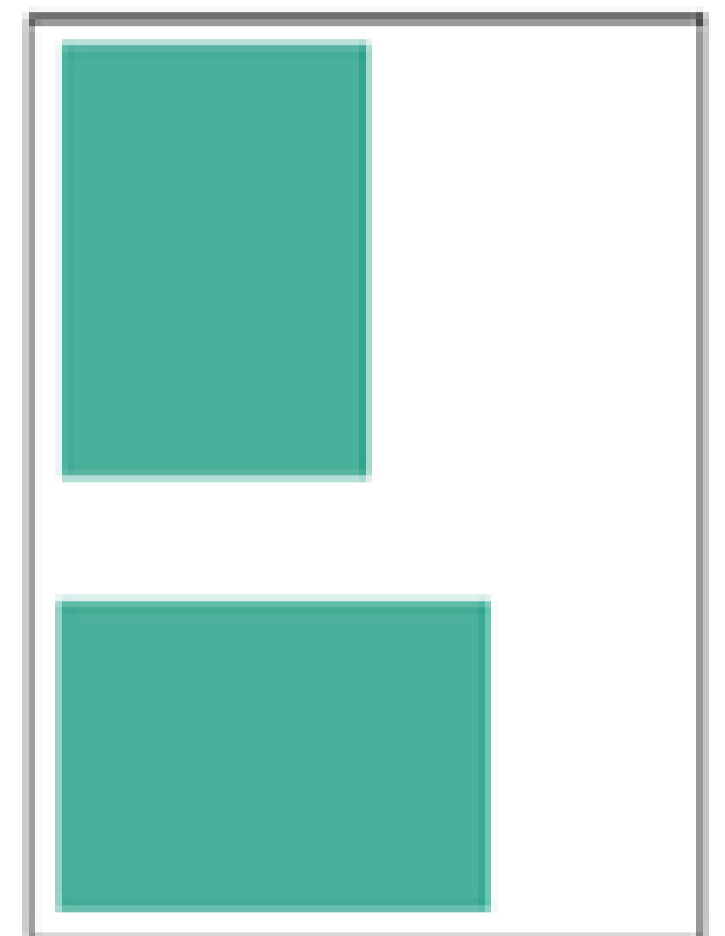
**1/16th Page**  
3" x 2.5"  
\$35



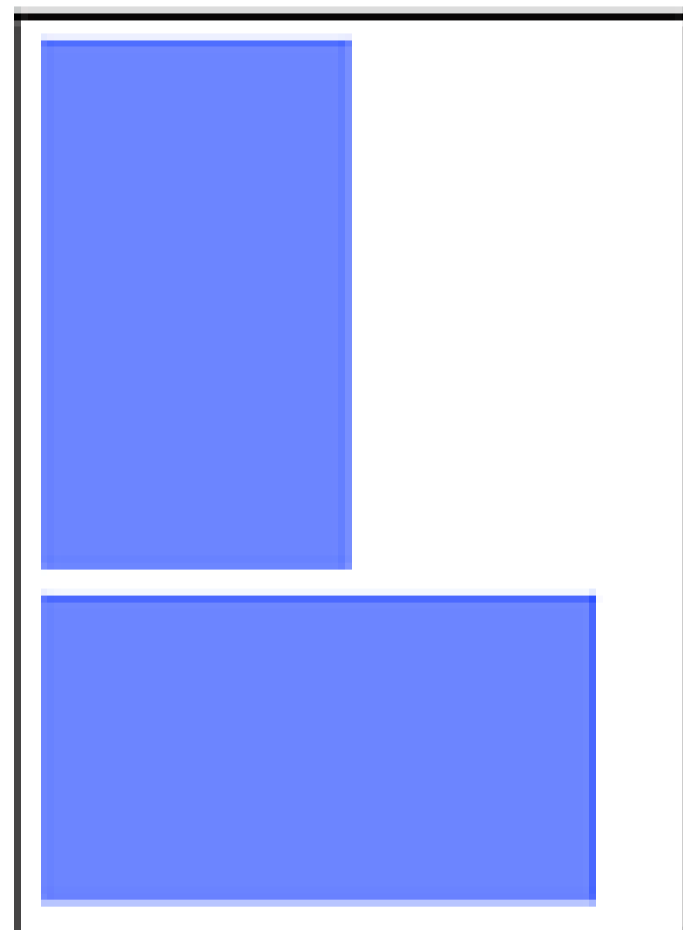
**1/8th Page**  
6" x 2.5"  
\$70



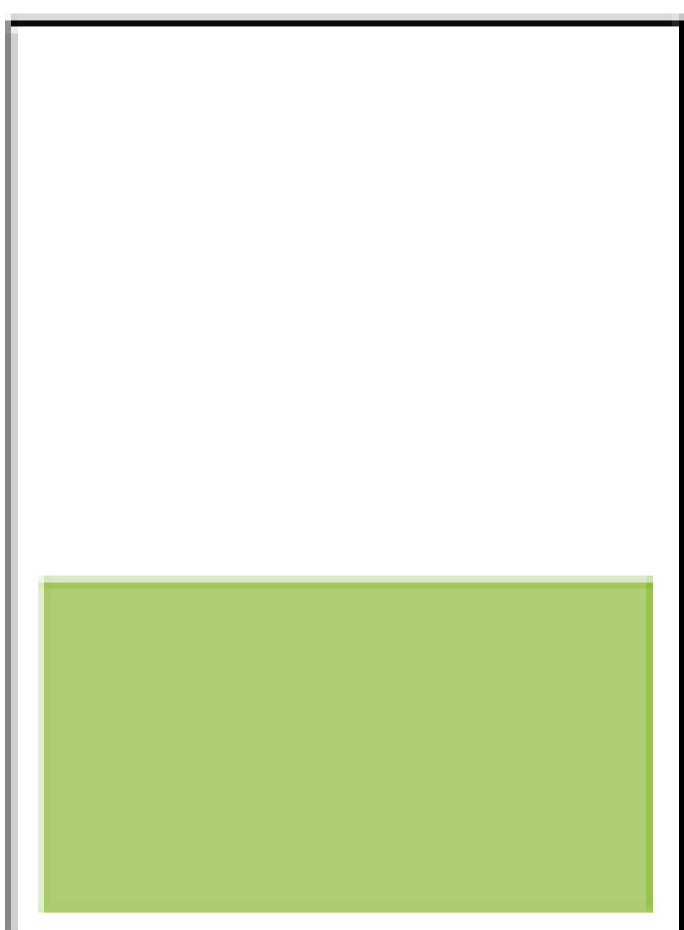
**Banner**  
10" x 2.5"  
\$85



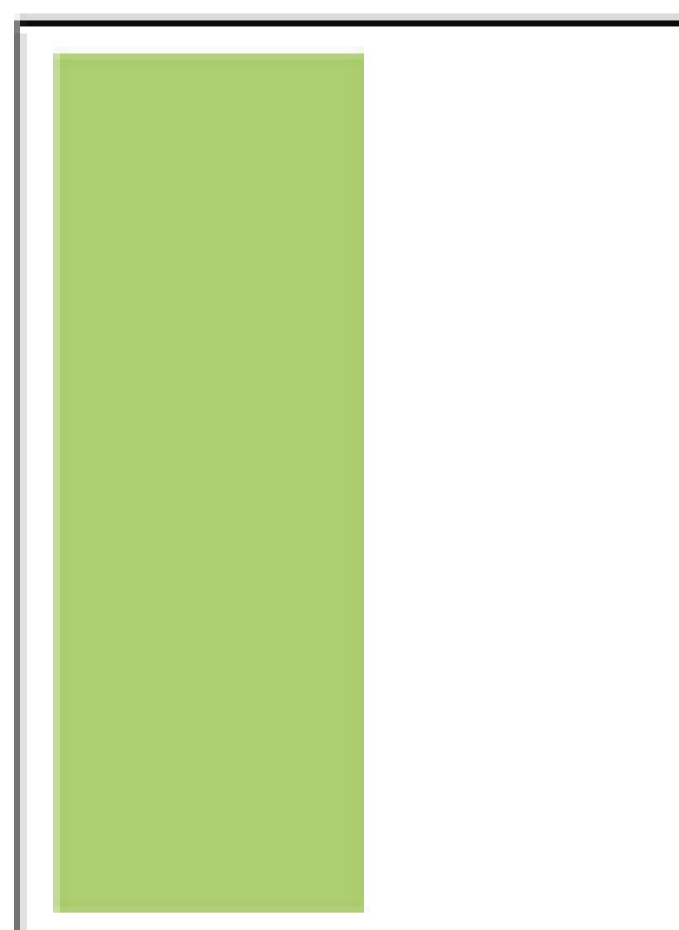
**1/4 Page**  
5" x 6"  
\$125



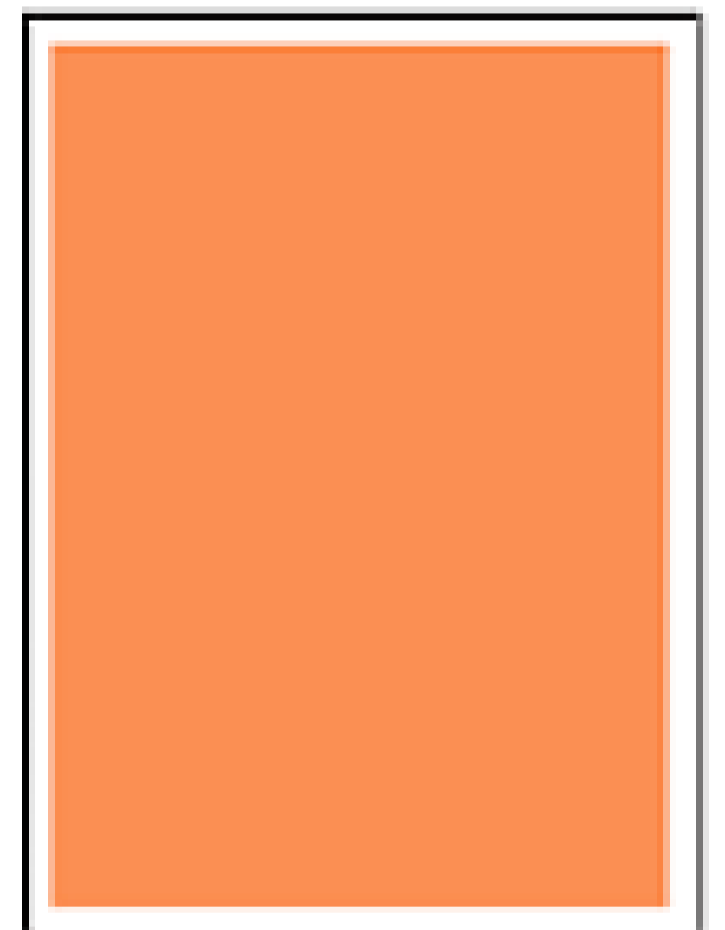
**1/3rd Page**  
5" x 8"  
\$165



**Half Page**  
(Horizontal) 10" x 6"  
\$230



**Half Page**  
(Vertical) 5" x 13"  
\$230



**Full Page**  
10" x 13"  
\$425

Colour can be purchased for an additional 30%,  
colour choice may be limited.

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