

Every Wednesday, students, staff and faculty at the University of Windsor depend on the Lance to provide them with information about campus events, community activities, arts news, sports, special features and opinion.

As the **second largest newspaper in Windsor** and the official student newspaper for the University of Windsor, The Lance prints 10,000 copies at the start of every week during the academic year and monthly during the summer months. Copies are distributed **FREE** of charge across campus and throughout Windsor with more than 2,000 copies mailed direct to homes surrounding the campus.



Maximize your message

Extend your reach to the student market with our many options.

Reserve your insertion in our print edition or insert a pre-printed flyer for as **\$60 per thousand**.

Bundle it our new media for maximum reach and great savings!

New Media Opportunities:

- Banner ad on our website which receives over 88,000 hits per month
 - Banner ad on our daily blog – thelanceonline.blogspot.com
 - Video sponsorship at the beginning of our video logs
- Ask your advertising representative for details.

Deadlines for booking ad space is Wednesday at 4:00 p.m. prior to the next publication.

Design specifications:

Column width – 2”

Column gutter – 0.12”

We will accept pre-designed files in **PDF, TIFF, JPG** or **EPS** format.

We have a professional design team on-site to assist you.

PLEASE NOTE: We cannot print Microsoft Word or Word Perfect files.

Publishing Dates 08/09

May 14 | Jun. 18 | Jul. 9 | Aug. 6, 27
 Sept. 10, 17, 24 | Oct. 1, 8, 15, 22, 29
 Nov. 5, 12, 19, 26 | Dec. 3
 Jan. 7, 14, 21, 28 | Feb. 4, 11, 25
 Mar. 4, 11, 18, 25 | Apr. 1



Retail Advertising Rates 08/09

Consecutive issue frequency rates apply for consecutive insertions only.

Add full colour for only 35% more!
 All covers include full colour free of charge. Save up to \$350!

Size	1X	2X	4X	7X	YR
Back Cover (10.5” w X 14” h)	\$999	\$949	\$899	\$849	\$699
Inside Covers (10.5” w X 14” h)	\$899	\$849	\$820	\$799	\$649
Full Page (inside) (10.5” w X 14” h)	\$799	\$749	\$725	\$675	\$550
Page 3 Banner (4” w X 14” h)	\$325	\$299	\$275	\$250	\$225
1/2 Page (10.5” w X 7” h)	\$399	\$375	\$359	\$339	\$279
Economy 1/2 Page (10.5” w X 5” h)	\$350	\$325	\$299	\$249	\$199
Banner (10.5” w X 3” h)	\$225	\$199	\$175	\$149	\$125
1/4 Page (6.24” w X 6” h)	\$199	\$189	\$185	\$175	\$140
1/8 Page (4.12” w X 4” h)	\$125	\$110	\$99	\$75	\$60
Business Card	\$46	\$43	\$40	\$35	\$30

Please see Terms and Conditions

THELANCE08/09