

# THE CAMPUS RESIDENT

Published by the University Neighbourhoods Association

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## 2012 RATE CARD

Ad Type	No. of Columns	Actual Size	B/W Ad (\$)	Colour Ad (\$)
Back Page	4 columns	10" x 14.5"	800.00	1000.00
½ Back Page	4 columns	10" x 7"	430.00	550.00
1 Page	4 columns	10" x 14.5"	735.00	920.00
½ Page	4 columns	10" x 7"	390.00	490.00
1/4 Page vertical	2 columns	4.875" x 7"	210.00	260.00
1/4 Page horizontal	3 columns	7.375" x 4.75"	210.00	260.00
1/8 Page	2 columns	4.875" x 3.5	115.00	145.00

## DISCOUNTS

- 10% discount on three consecutive months of advertising
- 15% discount on four to six consecutive months of advertising