

the MANITOBAN

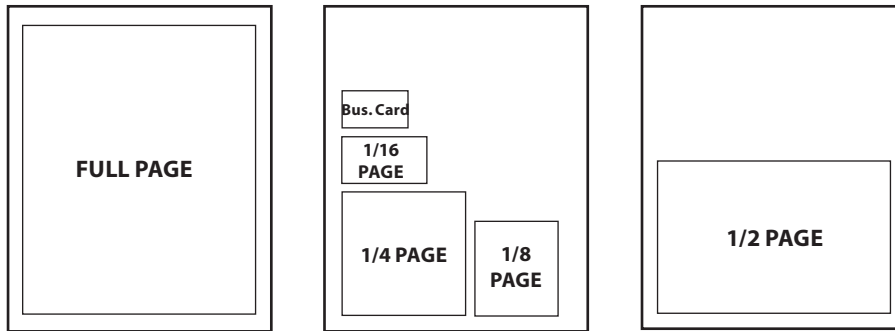
105 UNIVERSITY CENTRE • THE UNIVERSITY OF MANITOBA • WINNIPEG • MANITOBA • R3T 2N2 • PHONE: (204) 474-6535 • FAX: (204) 474-7651

DISPLAY ADVERTISING RATES

PRICES ON PER INSERTION BASIS. GST NOT INCLUDED.

AD SIZE	B & W	SPOT COLOUR	FULL COLOUR
Business Card 4" by 2"	\$50		
1/16 Page 4" by 2.5"	\$60		
1/8 Page 4" by 5"	\$120		
1/4 Page 6" by 6.5"	\$250	\$300	\$475
1/2 Page 10" by 8"	\$500	\$575	\$750
Full Page 10" by 16"	\$1000	\$1100	\$1300
Back Page 10" by 16"		\$1200	\$1400

Non-standard sizes also available (5 column paper, 2" columns, 88 cents per agate line)
 Inserts: \$70 per 1,000 (minimum 5,000 inserts, must be letter size or smaller)
 Preferred advertising placement available at 10% premium



AD SIZES ARE NOT TO SCALE AND ARE FOR PRESENTATION PURPOSES ONLY

CLASSIFIED ADVERTISING RATES

PRICES ON PER INSERTION BASIS. GST NOT INCLUDED.

Non-Students:
 50 cents per word

Students, Student Groups and Registered Charities:
 25 cents per word

TO PLACE YOUR ADVERTISEMENT OR FOR FURTHER DETAILS, PLEASE CONTACT:

Alisha Paul
 Managing Editor
 Phone: 474-6535
 E-mail: accounts@themanitoban.com

Robert MacEachern
 Advertising Coordinator
 Phone: 474-6535
 E-mail: ads@themanitoban.com

PUBLISHING SCHEDULE

2006	2007
Sept. 6, 13, 20, 27	Jan. 10, 17, 31
Oct. 4, 18, 25	Feb. 7, 21, 28
Nov. 1, 8, 15, 22, 29	March 7, 14, 21, 28
Dec. 6	April 4, 11

The Manitoban publishes 10,000 copies every Wednesday during the regular university term (Sept. to April) and monthly during the summer.

AD DEADLINE

Friday by 2 p.m. prior to Wednesday publication.

DISCOUNTS

It saves to book in bulk. Purchase multiple ads and you will receive the following volume discounts:

- **Save 20%** when you book 8 or more ads
- **Save 15%** when you book 3-7 ads

Student groups and registered charities receive 15% off their ad purchases, but cannot combine any of the above offers with their special discount.

DESIGN

The Manitoban can also design your ad. Cost is \$40 an hour, ranging from \$20 to \$40, and includes one revision.

IMPORTANT MISCELLANY

A 50% deposit may or may not be required of new or large volume advertisers prior to ad run. Payment from all other advertisers will be expected upon receipt of invoice, sent weekly following publication.

Ads received electronically (on CD, zip or via e-mail) must be MAC compatible and must include all vital files.

PDF, JPEG, EPS and TIFF file formats are also acceptable provided no major changes are necessary. Please also ensure all files are output at about a resolution of 300 dpi.