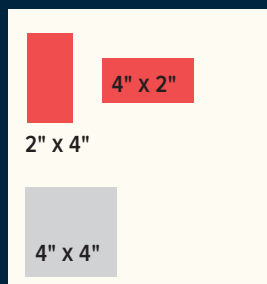


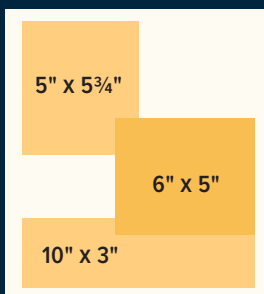
# ADVERTISING RATES

CONTACT [ADS@UWIMPRINT.CA](mailto:ADS@UWIMPRINT.CA) FOR PRICING

## BUSINESS CARDS TWO SIZE OPTIONS

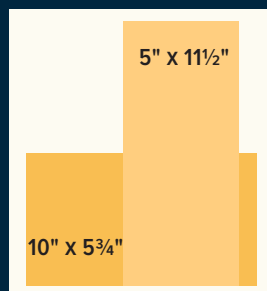


## 1/4 PAGE THREE SIZE OPTIONS

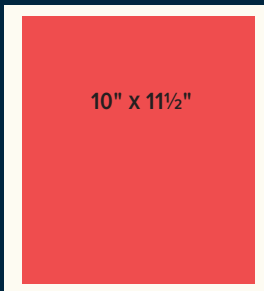


## 1/8 PAGE

## 1/2 PAGE TWO SIZE OPTIONS



## FULL PAGE



All prices are expected to remain in effect until July 31, 2017. Rates are subject to change without notification. Rates include a \$10 web surcharge. All ads must be submitted in PDF and 300 dpi format, unless produced by Imprint Publications. No ad may be more than 9½ inches tall without paying for the full page length.

**PRICES DO NOT INCLUDE HST.  
ALL ADVERTISING MUST BE PREPAID.**

# PUBLICATION DATES

## FALL 2016

### AUGUST

S	M	T	W	TH	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### SEPTEMBER

S	M	T	W	TH	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

### OCTOBER

S	M	T	W	TH	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### NOVEMBER

S	M	T	W	TH	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

## WINTER 2017

### JANUARY

S	M	T	W	TH	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### FEBRUARY

S	M	T	W	TH	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

### MARCH

S	M	T	W	TH	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

### APRIL

S	M	T	W	TH	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

## SPRING 2017

### MAY

S	M	T	W	TH	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### JUNE

S	M	T	W	TH	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

### JULY

S	M	T	W	TH	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## NO PAPER

**0-WEEK**  
September 5 to 9, 2016

**READING WEEK**  
February 20 to 24, 2017

REALIZE YOUR BRAND'S POTENTIAL THROUGH  
PRINT, WEB, AND SOCIAL MEDIA ADVERTISING

# imprint

The University of Waterloo's  
Official Student Newspaper



# RATE CARD

2016/2017

**DISTRIBUTION**  
WATERLOO KITCHENER  
CAMBRIDGE STRATFORD

**85+**  
LOCATIONS

NUMBER OF  
ISSUES PRINTED

FALL/WINTER  
7,000

SPRING  
6,000



AVERAGING  
**69,000/MONTH**  
SOCIAL MEDIA CUSTOMER VIEWS

tel: (519) 888-4048  
fax: (519) 884-7800  
[ads@uwimprint.ca](mailto:ads@uwimprint.ca) | [www.uwimprint.ca](http://www.uwimprint.ca)

200 University Ave. W., Waterloo, ON N2L 3G1  
University of Waterloo Student Life Centre Rm. 0137

# NEW FEATURES

## SERVICE DIRECTORY ADS

GENERAL SERVICES	TUTORING	YOUR AD HERE
 <p>1661 New Jerusalem Road Elmira 519-664-0404 www.stjacobscountrygardens.com For All Your Gardening Needs!</p>	<p><b>Innovative Tutor &amp; Editor</b></p>  <p>Meghan K. Riley Tutoring www.meghankriley.com</p>	<p>1 1/16" X 2 1/4"</p>

**SPECIAL OFFER:**  
\$99 for 1 month of advertising. Book one month and get one month in August, December, or April free!  
**CONTACT FOR MORE INFO**

## MONTHLY THEMES

AUGUST 31: 0-WEEK | OCTOBER 12: FASHION | NOVEMBER 31: HOLIDAYS  
JANUARY 18: HEALTH | FEBRUARY 8: SEX ISSUE | MARCH 15: TAX SEASON

## MULTIMEDIA DELIVERS

IMPRINT DELIVERS THE LATEST NEWS ON TODAY'S TOPICS:

**EDUCATION, ARTS, NEWS, SPORTS & TECHNOLOGY, POLITICS**

**30,000**

UW STUDENT, STAFF AND FACULTY READERS

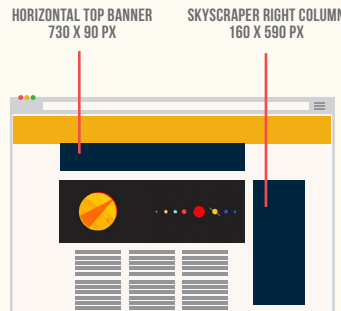


Your printed newspaper ad will now be **ENHANCED** by our media technology platform, which will integrate your advertisement with multiple online channels, including:



# WEB ADVERTISING

No discounts. Design/content approval required. First-come first-served with signed contract. **BOOK EARLY!**



## 10,000+ IMPRESSIONS/WEEK

Two skyscraper and one banner positions available  
Ad rotation on all pages  
Jpg, gif, png, flash formats and/or custom JavaScript code accepted

PER WEEK (2 WEEKS MAX)

PER MONTH (1 MONTH)

PER TERM

**CONTACT ADS@  
UWIMPRINT.CA FOR  
PRICING**

# DISCOUNTS

Discounts apply to advertisers with a signed contract for advertising in consecutive or bi-weekly issues, based on the following schedules:

**10%**

7-13 ISSUES

**12%**

14-21 ISSUES

**15%**

22-28 ISSUES

Discounts do not apply to advertising agency representation. Discounts may be cancelled or withheld if the customer fails to adhere to all terms and conditions of the rate card.

# PREMIUM PLACEMENT

## BOOK EARLY!

PAGES ARE BOOKED ON A FIRST-COME FIRST-SERVE BASIS WITH SIGNED CONTRACT.

## BACK PAGE



## FRONT PAGE



**CONTACT ADS@  
UWIMPRINT.CA FOR  
PRICING**

Includes full colour, design/content approval. **NO DISCOUNTS.**

# COLOUR ADVERTISING

NO DISCOUNTS

**CONTACT ADS@  
UWIMPRINT.CA FOR  
PRICING**

**SPOT COLOUR  
(2 COLOURS MAX)**

**FULL  
COLOUR**

**COPY DEADLINE** 8 DAYS PRIOR TO PUBLICATION DATE. **CONTACT FOR EXCEPTIONS.**

**FROSH BOOKING DEADLINE JULY 29, 2016**

## POLICIES

Imprint reserves the right to approve all copy before publication and the right to refuse or cancel any advertisement at any time. Imprint's Code of Ethics states, "Any material containing a racist, sexist, or otherwise prejudicial substance or tone, will not be printed." The advertiser agrees that should an error occur that is our fault, Imprint's liability shall not exceed (a) a corrected return or (b) credit for said ad. Imprint is not responsible for publication of incorrect material unless orders are accompanied by copy or legible proofs. Liability is not accepted for:

1. Non-insertion of an advertisement;
2. Any errors or omissions in any advertisement which, prior to publication, Imprint had approved by the advertiser or his/her agent;
3. Copy which was provided by the advertiser as 100% camera ready;
4. Slight changes or typographical errors that do not lessen the value of the advertisement; or
5. press related problems.

## PRODUCTION TYPESETTING CHARGES

\$35/hour with a minimum charge of one hour. This charge may be added to any copy upon notification to advertisers. Discounts do not apply.

## GUARANTEED POSITIONS

An additional 25% will be added. Sold upon availability. No discount provided for guaranteed position.

## INDEMNIFICATION

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practises, infringement of trademarks, copyrights, trade names, patents, or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement. Duplication of any published advertisement or promotion thereof without written permission and/or payment of a production charge to Imprint is in violation of Imprint's copyright. Only ads which have been submitted 100% camera ready and all trademarks owned by an advertiser are excluded from Imprint's copyright.

## MECHANICAL INFORMATION

Full page size: Tabloid Standard (11.5" by 12.5")  
Print area: 10" (5 columns) by 11.5" (805 agate lines)  
Half-tone screen: 300 dpi  
Local ads must comply with dimensions set out by Imprint.

## PROOFS

All proofs will be faxed, emailed, or available at Imprint's office.

## TEAR SHEETS

Full-page ad tear sheets will be emailed to you along with your invoice.

## INSERTS

\$67.60 per thousand for single-page inserts, \$84.50 per thousand for multi-page inserts. Inserts must run at full circulation and upon our printer's restrictions. At least three weeks notice is required. Contact the Advertising/Production Manager for exceptions. Inserts must be 100% recyclable. Imprint does not accept glossy cardstock. A copy of the insert must be forwarded to Imprint for approval prior to shipment of insert to printer by customer.

## CANCELLATION POLICY

Closing date is Monday of publishing week. Frosh issue deadline is **July 25, 2016**. Cancellations after this day will result in payment in full.

## N.S.F CHEQUES

NSF cheques shall be charged a minimum of \$30. Upon receipt of an NSF cheque, Imprint will require the advertiser to pay any future insertion with cash, VISA, or MC only.

## PAYMENT REQUIREMENTS

All advertisers must prepay Imprint at the time of placement. Cheques post-dated to the publication date are acceptable. A 2% interest charge will be added to all accounts over 30 days. VISA and MC are accepted.