

## 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.

## MECHANICAL INFORMATION

Full page size: Letter Standard (8.5" by 11")

Print area: 7.5" by 10"

Halftone screen: 300 dpi

Local ads must comply with dimensions set out by Imprint.

## PROOFS

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

## TEAR SHEETS

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

## PRODUCTION CHARGES

Design work is available at a rate of \$35/hour with a minimum charge of one hour. Discounts do not apply.

## GUARANTEED POSITIONS

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

## CANCELLATION POLICY

Closing date is 2 weeks prior to publications date. Orientation deadline is August, 2nd 2024. Cancellations after this day will result in payment in full.

## N. S. F. CHEQUES

NSF cheques shall be charged a minimum of \$30.

## PAYMENT REQUIREMENTS

We accept online credit card payments and cheques. Payment is due 30 days after issue of invoice.

## 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 we are deemed at 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



The University of Waterloo's  
Official Student News Paper

@uwimprint  
uwimprint.ca

2024 | 2025

# Rate Card

Show your brand's possibility with print,  
web, and social media advertising.



tel: (519) 888-4048

fax: (519) 884-7800

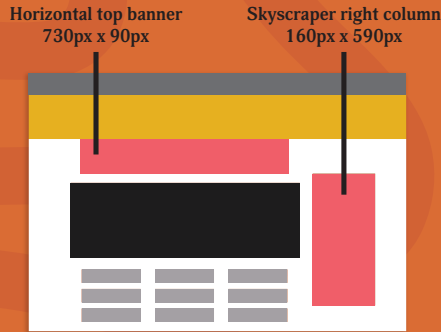
aafuente@wusa.ca | www.uwimprint.ca

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

# Web Advertising

Design/content approval required. First-come first-served with signed contract.

**\$199.00**  
per week  
**\$599.00**  
per month  
**\$1500.00**  
per term



**10,000+**  
Impressions/week

Prices apply to both sizes Ad rotation on all pages JPG, GIF, PNG, Flash formats and/or custom JavaScript code accepted.

Go Mobile: Find us on the apple and Android Newsstand apps

## Publication Dates

### Fall 2024

August 21st, 2024  
September 11th, 2024  
October 9th, 2024  
November 6th, 2024  
December 4th, 2024

### Winter 2025

January 15, 2025  
February 12, 2025  
March 12, 2025  
April 9, 2025

### Spring 2025

May 7, 2025  
June 4, 2025  
July 2, 2025  
July 30, 2025

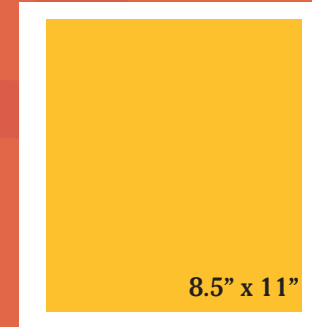
### Orientation Issue 2025

August 27th, 2025

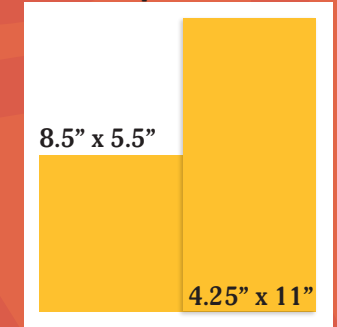
# Advertising Rates

All ads are in colour.

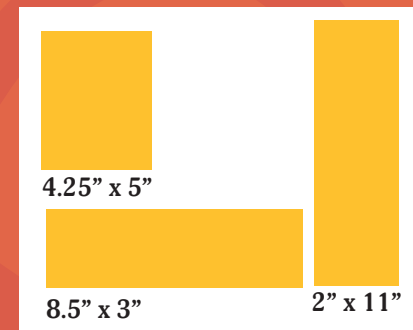
**Full Page** \$1200.00



**1/2 Page**  
Two Size Options \$570.00



**1/4 Page**  
Three Size Options \$390.00



**Back Page** \$1450.00



**Any add of halfpage + gets online ad for week ( \$199.99 Value)**

All prices are expected to remain in effect until August 31, 2024. Rates are subject to change without notification. All ads must be submitted in PDF and 300 dpi format, unless produced by Imprint Publications.

**PRICES DO NOT INCLUDE HST**

### Copy Deadline:

14 days prior to publication date contact for exceptions.

### Orientation Deadline:

August 2nd, 2024