

the Charlatan

carleton's independent weekly - since 1945

Rate Card 2016-17

Distribution: 8,500 weekly

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The Charlatan has been printing for more than 70 years, growing from a 4-page publication to a full-length newspaper that now reaches around 20,000 a week, both in print and online. Students read *The Charlatan* for information on campus politics and events, arts, sports, opinions, and national student news, with approximately 85,000 unique visitors to the website per month. With such a specific and growing demographic, it's easy to see why so many advertisers rely on *The Charlatan* to reach their target audience.

Rates

Classifieds:
\$22.00 per 50
words

Size	Standard Ad Rate	4 Ad Discount (Month)	13 Ad Discount (Term)	26 Ad Discount (Year)
1/16 Page	\$67.00	\$62.00	\$57.00	\$55.00
1/8 Page	\$137.00	\$127.00	\$117.00	\$107.00
1/4 Page	\$247.00	\$231.00	\$212.00	\$207.00
1/3 Page	\$277.00	\$252.00	\$232.00	\$217.00
1/2 Page	\$417.00	\$387.00	\$357.00	\$332.00
Full Page	\$837.00	\$762.00	\$722.00	\$672.00

Ad Sizes

Positioning Charges:
Page 2 or back cover - 15%
For other pages, please inquire

1/16 Page - 1 column x 50 lines (2 5/16" x 3 9/16") - 2 columns x 25 lines (4 13/16" x 1 13/16")	1/8 Page - 1 column x 100 lines (2 5/16" x 7 1/8") - 2 columns x 50 lines (4 13/16" x 3 9/16") - 4 columns x 25 lines (10" x 1 13/16")
1/4 Page - 1 column x 196 lines (2 5/16" x 14 1/4") - 2 columns x 100 lines (4 13/16" x 7 1/8") - 4 columns x 50 lines (10" x 3 9/16")	1/3 Page - 3 columns x 89 lines (7 15/16" x 6 5/16") - 4 columns x 67 lines (10" x 4 3/4")
1/2 Page - 2 columns x 196 lines (4 13/16" x 14 1/4") - 4 columns x 100 lines (10" x 7 1/8")	Full Page - 4 columns x 196 lines (10" x 14 1/4")

Online Rates

Size	Cost Per Month
Leaderboard (max. 1025x90px)	\$280.00
Big Box (max. 300x250px)	\$190.00

Inserts

\$56.00 per thousand
Max. size 10" x 14"
Min. order of 1,000

Colour Rates

One Spot Colour \$125.00
Full Process \$400.00
Colour Ads must be saved in CMYK format
Include Pantone # with SPOT colour ad submission

Accepted Formats

TIFF, JPEG, PDF, PNG
Must be high quality (300 DPI)

Deadlines

Contracts: Friday before production, noon
Artwork: Monday before production, noon

Design Services

Available upon request
Rate: \$20.00/hour