

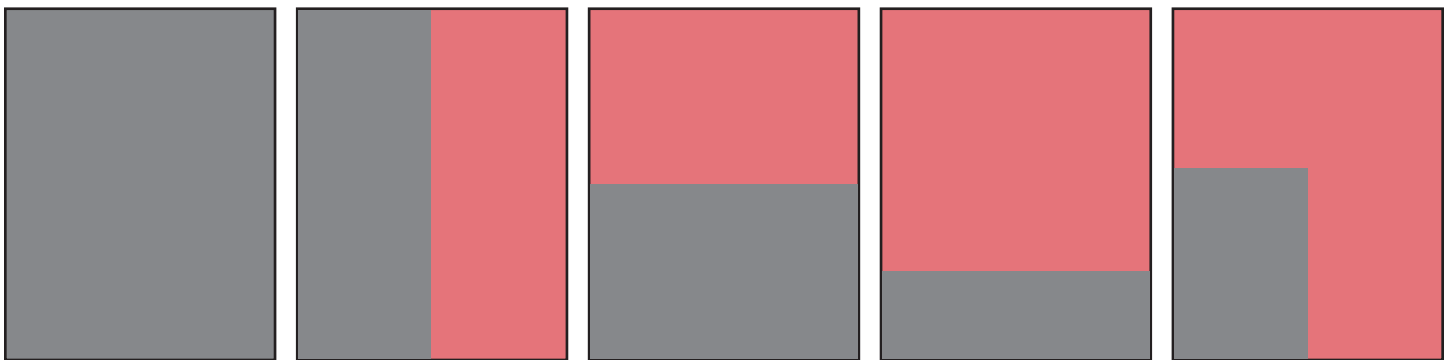
the WEAL

Monthly magazine of the SAIT Students' Association.

Ad spec sheet and rates

Ad sizes in inches, and width x height. The Weal is published at the beginning of each month during SAIT's fall and winter semesters, making an 8 issue print-run per school year.

The published size of a page in the Weal is 8.25"x 10.75." The size of a page going off to print is 8.5" x 11." All ads must include a 1/4" bleed and must be high-res.



Full page

8.5 x 11

Issues 1-8: \$825.

All 8 issues: \$597.

Half page vertical

4.25 x 11

Issues 1-8: \$530

All 8 issues: \$396

Half page horizontal

8.5 x 5.5

Issues 1-8: \$530

All 8 issues: \$396

1/4 page horizontal

8.5 x 2.75

Issues 1-8: \$405

All 8 issues: \$304

1/4 page block

5.25 x 5.5

Issues 1-8: \$405

All 8 issues: \$304

Print deadlines

Ads are due to sheldon.smith@edu.sait.ca by 4 p.m. of each due date.

Print issue:

October
November
December
January
February
March
April

Ads due:

Sept. 20
Oct. 25
Nov. 22
Dec. 13
Jan. 24
Feb. 21
March 20

Online ads and deadlines

Ads are available on a weekly basis on theweal.com. Online ads are due noon to sheldon.smith@edu.sait.ca before the allotted week

Website leaderboard

728 pixels x 90 pixels

\$200 per week. Loads on every page of theweal.com

The big box

300 pixels x 250 pixels

\$100 per week.

Displayed on the side of every story on theweal.com

Questions? Want to advertise with us? Email us at sheldon.smith@edu.sait.ca.