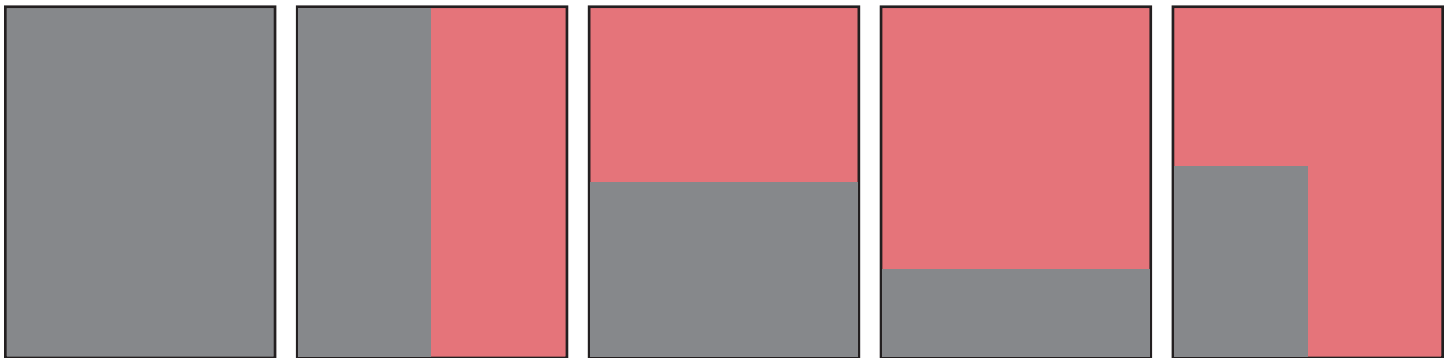


## Ad spec sheet and rates

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 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](mailto: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

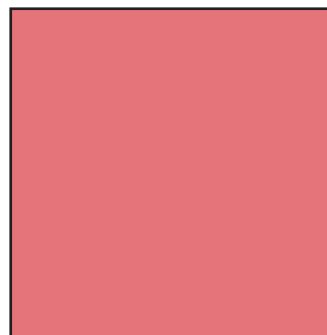
Ads are available on a weekly basis on [theweal.com](http://theweal.com). Online ads are due noon to [sheldon.smith@edu.sait.ca](mailto:sheldon.smith@edu.sait.ca) before the allotted week.



**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](mailto:sheldon.smith@edu.sait.ca)**