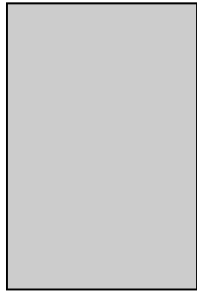
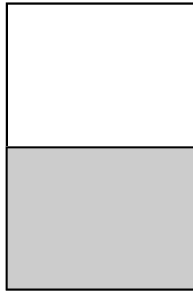


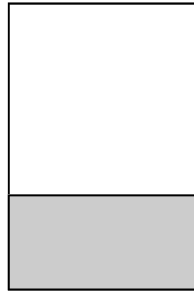
# 2009-10 Western Front Advertising



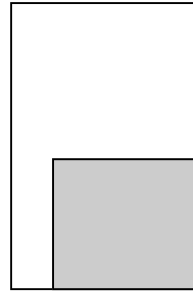
**Full Page**  
10"x15"



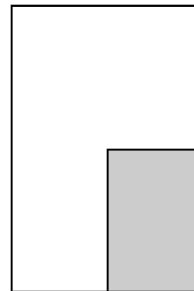
**1/2 Page**  
10"x7.5"



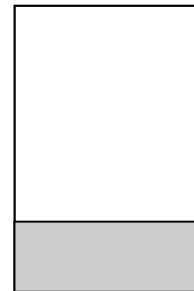
**1/3 Page**  
10"x5"



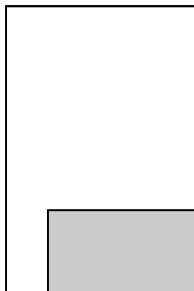
**1/3 Page**  
Square  
7.4375" x 7"



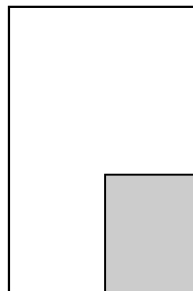
**1/4 Page**  
4.875"x7.5"



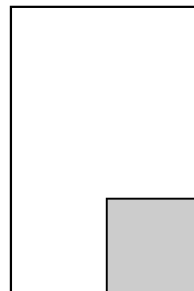
**1/4 Page**  
Horizontal  
10"x3.75"



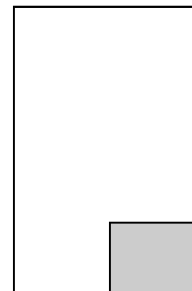
**1/5 Page**  
Horizontal  
7.4375"x4"



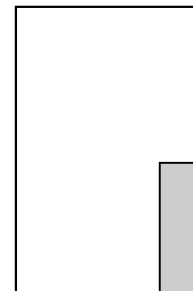
**1/5 Page**  
Vertical  
4.875"x6"



**1/6 Page**  
4.875"x5"



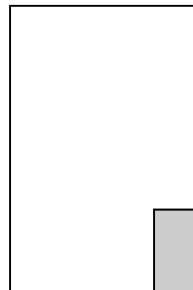
**1/8 Page**  
4.875"x3.75"



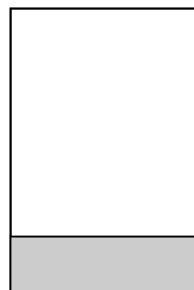
**1/8 Page**  
Vertical  
2.3125"x7"



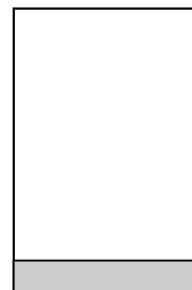
**1/15 Page**  
Horizontal  
4.875"x2"



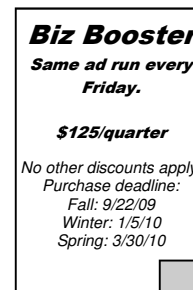
**1/15 Page**  
Vertical  
2.3125"x4"



**3" Banner**  
10"x3"



**2" Banner**  
10"x2"



**Biz Booster**  
Same ad run every Friday.  
  
\$125/quarter  
No other discounts apply.  
Purchase deadline:  
Fall: 9/22/09  
Winter: 1/5/10  
Spring: 3/30/10

Sizes:	Open Rate (each):
Full Page:	\$671.00
1/2 Page:	\$335.00
1/3 Page:	\$223.00
1/4 Page:	\$167.00
1/5 Page:	\$134.00
1/6 Page:	\$111.00
1/8 Page:	\$83.00
1/15 Page:	\$44.00
3" Banner:	\$134.00
2" Banner:	\$89.00
Full Color:	add \$280.00

**Discount Options:**  
*(frequency discount also applies to color)*

**Reserve 2-4 ads per quarter:**  
10% discount

**Reserve 5-7 ads per quarter:**  
15% discount

**Reserve 8 or more ads per quarter:** 20% discount

**Reserve Fall/Winter/Spring:**  
Additional 5% discount

**Classifieds:**  
\$5.25 first 3 lines (approx. 35 characters/line)  
\$.20/word additional

**Inserts: (per thousand)**  
Single Sheet \$48.00  
4 tab \$53.00  
8 tab \$61.00

**Circulation:** 5,000  
**Email camera-ready artwork** (high quality PDFs)  
to: [wf.graphics@hotmail.com](mailto:wf.graphics@hotmail.com)  
**Deadlines:** Tuesday issue = Thursday prior, 3 pm  
Friday issue = Tuesday prior, 3 pm

**Campus Rate:** 5% off Open Rate or additional 5% frequency discount  
**Online advertising** available at [www.westernfrontonline.net](http://www.westernfrontonline.net). Please ask your sales rep for more information.



**FREE graphic design service available!**