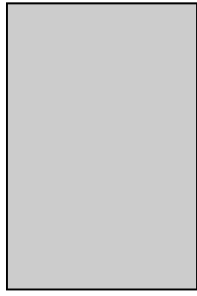
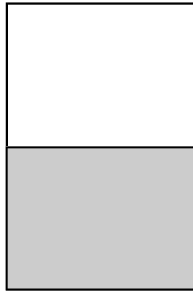


2011-12 Western Front Advertising

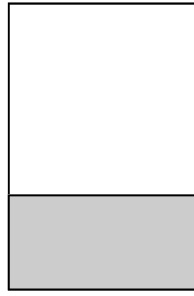
Rates effective September 1, 2011 - July 31, 2012



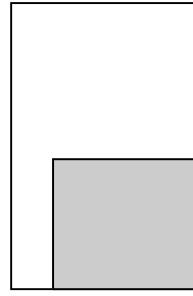
Full Page
10"x15"



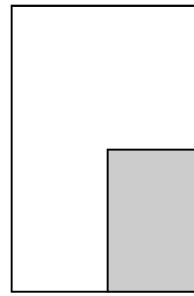
1/2 Page
10"x7.5"



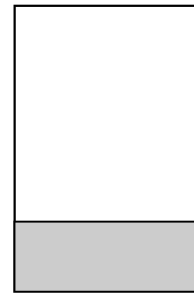
1/3 Page
10"x5"



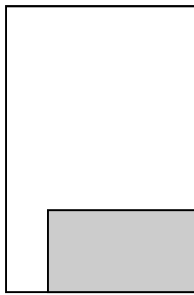
1/3 Page Square
7.4375" x 7"



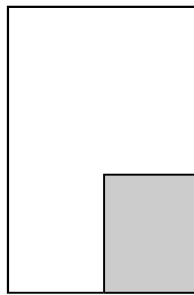
1/4 Page
4.875"x7.5"



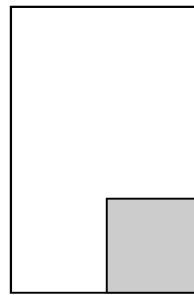
1/4 Page Horizontal
10"x3.75"



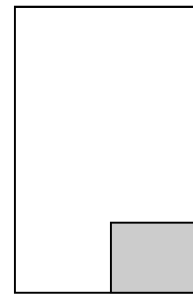
1/5 Page Horizontal
7.4375"x4"



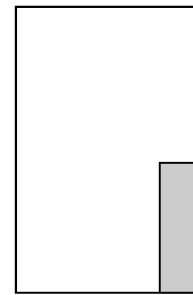
1/5 Page Vertical
4.875"x6"



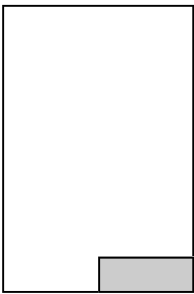
1/6 Page
4.875"x5"



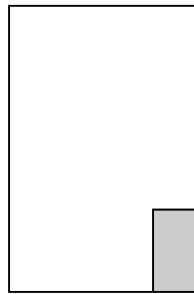
1/8 Page
4.875"x3.75"



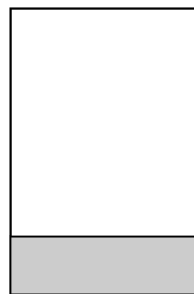
1/8 Page Vertical
2.3125"x7"



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.

\$135/quarter
No other discounts apply.
Purchase deadline:
Fall: 9/20/11
Winter: 1/3/12
Spring: 3/27/12

Biz Booster
2.3125"x2"

Sizes:	Open Rate (each):
Full Page:	\$704.00
1/2 Page:	\$352.00
1/3 Page:	\$235.00
1/4 Page:	\$175.00
1/5 Page:	\$141.00
1/6 Page:	\$116.00
1/8 Page:	\$87.00
1/15 Page:	\$46.00
3" Banner:	\$141.00
2" Banner:	\$94.00
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

Inserts: (per thousand)

Single Sheet	\$51.00
4 tab	\$56.00
8 tab	\$64.00

Inserts are provided by advertiser. Proof required for approval prior to running. Min. size 6.5"x9"; max size 8.5"x11". No other discounts apply.

Circulation: 4,000

Email camera-ready artwork (high quality PDFs) to: 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. Please ask your sales rep for more information.



FREE graphic design service available for display & online ads!