



## Advertising Package

Brandon University  
270 18th Street • Brandon MB  
Phone: 204-727-9667  
Fax: 204-571-0029  
eic@thequill.ca

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Hey!

The Quill would like to offer you a unique advertising opportunity!

The Quill is Brandon University's student newspaper, run for and by students. We can provide your business a direct means to advertise your products, services and employment opportunities to university students.

### Paper Statistics

- 1000 papers distributed weekly on the BU and the ACC campuses;
- Read by students, staff, professors and alumni;
- Website updated frequently with exclusive content;
- PDFs of print edition available online;
- Published for over 100 years!

### BU Campus Statistics (information from April 2013)

- 2,912 students enrolled, of which
- 2,734 are undergraduate students and 178 are graduate students;
- 2,032 report as female and 880 report as male;
- 2,038 full-time students and 874 part-time students; and
- 367 faculty and staff.

Please see the attached rate card as well as the issue dates and contact information.

We look forward to working with you!

Regards,

Elinor Murray  
General Manager  
The Quill

**NOTE: ALL FRONT PAGE ADS CAN ONLY BE ¼ PAGE AND BANNER.**



## Rate Card

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Type (Print)	Size (w x h)	B & W	Colour
Full Page	10.3" x 14.25"	\$600	\$800
Half Page		\$300	\$400
<ul style="list-style-type: none"> <li>• Vertical</li> <li>• Horizontal</li> </ul>	5.2" x 14.25" 10.3" x 7.0"		
Quarter Page		\$150	\$200
<ul style="list-style-type: none"> <li>• Vertical Banner</li> <li>• Horizontal Banner</li> <li>• Corner</li> </ul>	2.5" x 14.25" 10.3" x 3.5" 5.2" x 7.0"		
* All front page ads must be in a horizontal banner format, add \$30.			
Eighth Page		\$75	\$100
<ul style="list-style-type: none"> <li>• Vertical Full</li> <li>• Horizontal Full</li> <li>• Vertical Half</li> <li>• Horizontal Half</li> </ul>	1.3" x 14.25" 10.3" x 2.0" 2.5" x 7.0" 5.2" x 3.5"		
Sixteenth Page (Business Card)	2.5" x 3.5"	\$35	\$50
Classifieds	30 words or less	\$7	---
Inserts	per 1000	\$300	---
Type (Online)	Size (w x h)	B & W	Colour
Big Box (4 slots available per month, rotated)	300 x 250 pixels	\$100/month	\$100/month
Earlug (12 slots available per month, rotated)	234 x 60 pixels	\$50/month	\$50/month

### Publication Dates

September 7, 13, 20, 27  
October 4, 12, 18, 25  
November 1, 8, 15, 22, 29  
December 6, 13  
January 3, 10, 17, 24, 31  
February 7, 14, 28  
March 7, 14, 21, 28  
April 4, 11

**All advertising contracts must be signed and all advertising materials must be received no later than 9:00 am on the Friday preceding the publication date.**

Contact information:  
270 18<sup>th</sup> Street, Brandon, MB  
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