

# THE IRISH ROVER

## 2017-2018 Media Kit and Rate Card

### General Information

Ads should be reserved with Evan Holguin ([eholguin@nd.edu](mailto:eholguin@nd.edu)) by the Sunday prior to the ad run date. Once reserved, artwork should be sent in the proper dimensions (as listed below) to the same email no later than Tuesday at 12pm (noon). If there are any questions or concerns, contacting me through that email is the best method. Once your ad runs, I will send you an email invoice, which you will send along with a check to our campus mailbox. We require that all ads be paid within two weeks.

### Rates

<u>Black and White</u>	
Full Page	\$90
Half Page	\$60
Quarter Page	\$30
Eighth Page	\$15

<u>Color</u>	
Full Page	\$140
Half Page	\$100
Quarter Page	\$60
Eighth Page	\$35

### Dimensions

Full Page	15" H, 10" W
Half Page Vertical	15" H, 5" W
Half Page Horizontal	7.5" H, 10" W
Quarter Page	7.5" H, 5" W
Eighth Page	2.5" H, 10" W

### Publication Calendar

<u>Thursdays in 2017</u>	<u>Thursdays in 2018</u>
September 7	February 1
September 21	February 15
October 5	March 1
October 26	March 22
November 9	April 12
November 30	April 26