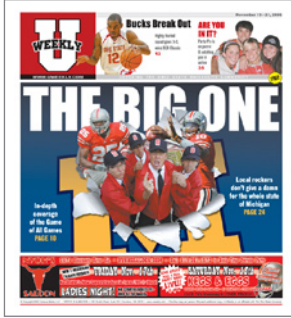


Print Advertising Rates

new



#1 on the OSU campus!

Since 2005, UWeekly has developed a loyal and growing base of readers. Each 40-page edition is action-packed with original news, sports and entertainment content tailored to the OSU community. Every Wednesday, 20,000 copies are distributed to **more than 300 locations** on and off the OSU campus.



Circulation: 20,000
Net Returns: <5%

Readership: 51,000
Giveaways: \$15,000 to date!

Get Guaranteed!

UWeekly is the only Columbus paper to offer **Guaranteed and Premium placement at NO CHARGE!** Ask your rep for details.

Classified Rates

Now available online **and** in print for only \$7 per week!
uweekly.com/classifieds

Discounts

10% Two Quarter Insertion
5% EZ-Pay Autodebit
10% Recognized Agencies
15% Summer Quarter
15% OSU Organizations
Max Discounts: 15%

Premiums

\$1,500 Pre-print Inserts (20m)

Best Value!

Full Quarter (10X)		
SIZE	B&W	Color
Full Page	885	1,085
1/2 Page	450	605
1/4 Page	235	355
1/6 Page	185	280
1/8 Page	125	200

Half Quarter (5X)		
SIZE	B&W	Color
Full Page	1,240	1,475
1/2 Page	635	820
1/4 Page	330	485
1/6 Page	250	380
1/8 Page	170	275

Open & Agency Rate (1X)		
SIZE	B&W	Color
Full Page	1,540	1,805
1/2 Page	790	980
1/4 Page	405	565
1/6 Page	305	440
1/8 Page	205	335

Online Advertising Rates



Columbus' fastest growing website!

Uweekly.com is more than just an online version of the newspaper. The site is home to half a dozen bloggers, online sports and Bar Starz galleries with hundreds of new photos every week, the most detailed events calendar in the city and exclusive online contests and promotions.

Mo. Pageviews: 432,000

Mo. Visits: 60,450

Mo. Uniques: 42,400

4 month average: Jan-April 2007

Text Ads (5 lines)

Day Credits	Rate	EFF CPM
10 Days (\$7/day)	\$70	.73¢
30 Days (\$5/day)	\$150	.52¢

Banner Ads (160x160px)

Term	Rate	EFF CPM
1 Month	\$650	\$1.50
6 Months	\$2,600	\$1.00

Featured Events

Term	Rate	EFF CPM
1-3 days	\$29/day	\$1.00
4+ days	\$20/day	.70¢
6 Months	\$1,500	.30¢

Save 50%

Print customers may be eligible for **50% off** online ad rates! Ask your sales rep for details.

Online ad rates subject to change without notice in the event of substantial increases in site traffic. See our full online rate card supplement for more detail on rates and site traffic.

Contact Us

UWeekly
P.O. Box 623
Columbus, OH 43216

Office: 614-488-3326
Fax: 614-488-4402
ads@uweekly.com



Your Ad Rep

2007/08 Publishing Schedule

SEPTEMBER 2007

SUN	MON	TUE	WED	THU	FRI	SAT
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JANUARY 2008

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				



- Regular Publication Dates
- School Holidays: no classes
- Special Issues: 9/19 Back-to-School, 10/24 Halloween, 11/17 Beat Michigan, 2/13 Valentines
- Special Editions: 9/12 Freshman Welcome, 6/11: Graduation Edition

Display Ad Specs: ads may be sent to ads@uweekly.com

Ad dimensions listed width x depth (height). All measurements in inches.

Full Page: 10.31 x 11.5

Half Page: 10.31 x 5.65 (Horizontal) or 5.06 x 11.5 (Vertical)

Quarter Page: 10.31 x 2.73 (Horizontal) or 5.06 x 5.65 (Box) or 2.43 x 11.5 (Skyscraper)

Eighth Page: 5.06 x 2.73 (Box) or 2.43 x 5.65 (Vertical)

Requirements

- All artwork must be minimum 200dpi
- Acceptable file formats: PDF, TIFF, EPS, JPG all flattened.
- Color ads should be produced in CMYK mode

Deadlines

Monday, 3pm CST prior to publication. Questions: Call 614-488-3326