

2011/2012 Publication Schedule

Summer Issues:
 May 9, 2012
 June 6, 2012
 July 11, 2012
 August 8, 2012

September							October							November							December								
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S		
				1	2	3							1			1	2	3	4	5							1	2	3
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10		
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17		
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24		
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31		
							30	31																					
January							February							March							April								
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S		
1	2	3	4	5	6	7					1	2	3	4						1	2	3	1	2	3	4	5	6	7
8	9	10	11	12	13	14	5	6	7	8	9	10	11	4	5	6	7	8	9	10	8	9	10	11	12	13	14		
15	16	17	18	19	20	21	12	13	14	15	16	17	18	11	12	13	14	15	16	17	15	16	17	18	19	20	21		
22	23	24	25	26	27	28	19	20	21	22	23	24	25	18	19	20	21	22	23	24	22	23	24	25	26	27	28		
29	30	31					26	27	28	29				25	26	27	28	29	30	31	29	30	31						

Ad Specifications and Booking Details

Dimensions	Casual B&W	4 to 7 Issues B&W	8 to 12 Issue B&W	Casual Color	4 to 7 Issues Color	8 to 12 Issues Color
Full Page 10.375" x 16"	\$388	\$340	\$300	\$780	\$695	\$610
Double Full Page Centre fold 20.75" x 16"	\$750	\$650	\$570	\$1400	\$1250	\$1000
Half Page 10.375" x 7.75 (horiz) 5" x 15.3043 (vert)	\$217	\$196	\$175	\$413	\$372	\$324
1/3 Page 10.375" x 5.33" (banner) 6.1583" x 8.985" (rectangle) 3.4583" x 15.3043 (vert)	\$165	\$149	\$132	\$319	\$286	\$253
1/4 Page 4.05" x 10.375" (horiz) 6.1586" x 6.0139" (vert)	\$119	\$102	\$95	\$242	\$196	\$179
1/5 Page 10.375" x 2.7917" (horiz) 4.05" x 8.1975" (vert) 5.0" x 6.0" (vert rectangle)	\$84	\$76	\$69	\$129	\$115	\$102
Business Card 4.05" x 2"	\$53	\$48	\$44	\$79	\$69	\$62
Insertions	Casual		4 to 7 Issues		8 to 12 Issues	
	\$319		\$258		\$218	
Classified Ads	Business/Community Members \$12 (up to 25 words), \$2 each additional 5 words. Student Groups: \$5 (up to 25 words), \$1 each additional 5 words.					

Contact Us: 250-372-1272

Email: managerofomega@gmail.com

Mechanical Information

10.375" x 16" deep

Ad Design

An additional charge of \$50 will apply for the creation of original ads.

Ad Check

It is the responsibility of the advertiser to determine that copy and content of advertising material is appropriate. The Omega will not accept responsibility for the content of advertising, please review before submitting.

Copy

The Omega reserves the right to refuse any advertising copy submitted.

Deadlines

Space booking and final art are due by 4:00 pm. Friday for the following week's edition.

Credit:

Prepayment is required for new accounts without established credit. All credit is revocable upon failure to pay after 60 days.

TRU Demographic Information:

See the FactBook at: <http://www.tru.ca/ipa/factbooks.html>