

# THE SHEAF



*The University of Saskatchewan is a target market  
that should be included in your plans to  
increase sales*

*2011-2012 Sheaf Advertising Brochure*

# 2011-2012 PUBLISHING SCHEDULE

Dates of issues are highlighted **5** on the calendar below.

## May

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	<b>19</b>	20	21
22	23	24	25	26	27	28
29	30	31				

## June

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	<b>16</b>	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## July

S	M	T	W	T	F	S
					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						

## August

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	<b>11</b>	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## September

S	M	T	W	T	F	S
				<b>1</b>	2	3
4	5	6	7	<b>8</b>	9	10
11	12	13	14	<b>15</b>	16	17
18	19	20	21	<b>22</b>	23	24
25	26	27	28	<b>29</b>	30	

## October

S	M	T	W	T	F	S
						1
2	3	4	5	<b>6</b>	7	8
9	10	11	12	<b>13</b>	14	15
16	17	18	19	<b>20</b>	21	22
23	24	25	26	<b>27</b>	28	29
30	31					

## November

S	M	T	W	T	F	S
		1	2	<b>3</b>	4	5
6	7	8	9	<b>10</b>	11	12
13	14	15	16	<b>17</b>	18	19
20	21	22	23	<b>24</b>	25	26
27	28	29	30			

## December

S	M	T	W	T	F	S
				<b>1</b>	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, 2012

S	M	T	W	T	F	S
1	2	3	4	<b>5</b>	6	7
8	9	10	11	<b>12</b>	13	14
15	16	17	18	<b>19</b>	20	21
22	23	24	25	<b>26</b>	27	28
29	30	31				

## February

S	M	T	W	T	F	S
			1	<b>2</b>	3	4
5	6	7	8	<b>9</b>	10	11
12	13	14	15	<b>16</b>	17	18
19	20	21	22	23	24	25
26	27	28	29			

## March

S	M	T	W	T	F	S
				<b>1</b>	2	3
4	5	6	7	<b>8</b>	9	10
11	12	13	14	<b>15</b>	16	17
18	19	20	21	<b>22</b>	23	24
25	26	27	28	<b>29</b>	30	31

## April

S	M	T	W	T	F	S
1	2	3	4	<b>5</b>	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					

## ADVERTISING DEADLINES

Ads are due Friday by 10:00 a.m. prior to publication date.

We use Macintosh computers and accept pdf, jpeg and eps files.

(Adobe pdf's are preferred)

email: [ads@thesheaf.com](mailto:ads@thesheaf.com)

telephone: 306.966.8688

fax: 306.966.8699

## **SAMPLE SIZES** (dimensions are included as a guide)

### **Full Page**      **\$688.50 + tax**

Width	x	Height	Col's	x	Lines
10.20		15.35"	5		216

### **Half of a Page**      **\$368.50 + tax**

Width	x	Height	Col's	x	Lines
10.20"		7.70"	5		108
5.05		15.35	2.5		216

### **Third...**      **\$264.50 + tax**

Width	x	Height	Col's	x	Lines
10.20"		5.15"	5		72
5.05		10.30	2.5		144

### **Quarter...**      **\$198.50 + tax**

Width	x	Height	Col's	x	Lines
10.20"		3.85"	5		54
5.05		7.70	2.5		108

### **Fifth...**      **\$170.00 + tax**

Width	x	Height	Col's	x	Lines
5.05		6.15	2.5		86
4.00		7.70	2		108

### **Sixth of a Page**      **\$141.75 + tax**

Width	x	Height	Col's	x	Lines
5.05		5.15	2.5		72
4.00		6.40	2		90

### **Eighth...**      **\$107.00 + tax**

Width	x	Height	Col's	x	Lines
5.05		3.85	2.5		54
4.00		4.85	2		68
3.00		6.40	1.5		90

### **Sixteenth...**      **\$58.00 + tax**

Width	x	Height	Col's	x	Lines
4.00		2.40	2		34
3.00		3.20	1.5		45

## **BUY THE FIVE'S**

Want to buy one, five, or perhaps ten ads? Look at the table below to determine how discounts apply to the advertisement size and number of insertions when you...

	<b>Buy 1*</b>	<b>Buy 5*</b>	<b>Buy 10*</b>
<b>Sixteenth</b>	<b>\$58.00</b>	<b>\$49.30</b>	<b>\$46.40</b>
<b>Eighth</b>	<b>\$107.00</b>	<b>\$90.95</b>	<b>\$85.60</b>
<b>Sixth</b>	<b>\$141.75</b>	<b>\$120.50</b>	<b>\$113.40</b>
<b>Fifth</b>	<b>\$170.00</b>	<b>\$144.50</b>	<b>\$136.00</b>
<b>Quarter</b>	<b>\$198.50</b>	<b>\$168.75</b>	<b>\$158.80</b>
<b>Third</b>	<b>\$264.50</b>	<b>\$225.00</b>	<b>\$207.00</b>
<b>Half</b>	<b>\$368.50</b>	<b>\$324.00</b>	<b>\$297.00</b>
<b>Full</b>	<b>\$688.50</b>	<b>\$594.00</b>	<b>\$540.00</b>

\*Price shown is cost per issue. Colour charges are extra. Prices do not include GST.

## **COLOUR**

**Spot** (black plus one colour)      **\$55.00**

**Full Process** (black plus three or more colours)      **\$175.00**

Prices do not include GST.

## PAPER SPECIFICATIONS

Page Length	15.40 inches, 390 mms
Page Width	10.20 inches, 259 mms
Single Column Width	1.950 inches, 4.95 mms
Gutter Width	0.125 inches, 0.318 mms
Line Screen	85 line

## COLOUR

Spot (black plus one colour)	\$55.00
Full Process (black plus three or more colours)	\$175.00

Prices do not include GST.

Prices subject to change without notice.

## CIRCULATION

September-April	6,000 copies per edition
May-August	2,500 copies per edition

## PAYMENT

Full payment is due within thirty (30) days of the date of invoice. Visa and MasterCard accepted, or make cheques made payable to: Sheaf Publishing Society Inc.

Sheaf general mailing address:  
Room 108, Memorial Union Building  
93 Campus Drive  
Saskatoon, SK. S7N 5B2

Overdue accounts may be subject to interest penalty and/or sent to a collections agency.

## PRINTER

Transcontinental Printing  
838 56th Street East  
Saskatoon, SK S7K 5Y8  
Voice: 306.244.1404 ext 226



## FREE-STANDING INSERTS (FSI's)

Cost per thousand inserts	\$75.00
Folded Area*	8.00" x 11.00"

\*This dimension is included as a guide for free-standing inserts. Inserts larger than this dimension may have to be double-folded.

Price does not include GST.

The Sheaf does not produce, nor fold, inserts. Inserts must be delivered to our printer's location.

## MULTI-MARKETING

Prices listed here are intended for local advertisers. Companies marketing in several student newspapers across Canada may call Campus Plus at 1.800.265.5372

