

# Honi Soit Advertising Rates and Booking Form



2009

## About Honi Soit Newspaper

There are over 30,000 students and nearly 10,000 staff at Sydney University. Honi Soit offers an exciting opportunity for you to capture the undergraduate and postgraduate student markets. University students represent a lucrative potential market: they are high discretionary spenders, and are an important force in the youth market.

Honi Soit is the undergraduate student newspaper. It is a tabloid style weekly, produced during semesters. Honi Soit has a print run of 4,000-5,000, distributed free at all Sydney University campuses including main campus, Faculty of Nursing, Camperdown; Sydney College of the Arts, Rozelle; Conservatorium of Music, USYD Law School, City; and Cumberland College of Health Sciences.

for more info and back issues see: [www.src.usyd.edu.au/honisoit](http://www.src.usyd.edu.au/honisoit)

## Production Specifications

Mono Advertisements: Artwork to be supplied on disk or by email. 300dpi, greyscale. File Formats accepted: PDF or TIFF.

Full colour advertisements: Artwork to be supplied on disk or by email. 300dpi, CMYK colour. File formats accepted: PDF or TIFF.

Files will be placed in Honi Soit as supplied. Any errors in preparation or content are the advertisers responsibility. Additional artwork preparation fees will apply if adjustments are required. By supplying us with a hard copy proof of your ad you make it possible for us to prevent any errors before print. Without it, we can't accept any responsibility. Full advertiser terms and conditions are available at [www.src.usyd.edu.au/honisoit/](http://www.src.usyd.edu.au/honisoit/) or by request.

**To book an ad, fill out the following, email or fax this form to 02 9660 4260 by 10am on Ad Deadline date. An invoice will be sent back to you. All invoices must be paid by 2pm on Ad deadline date**

## Production Schedule

Tick	Issue No.	Ad Deadline	Issue Date
<input type="checkbox"/>	#900(O Week)	19 February	25 February
<input type="checkbox"/>	#901(Wk1Sem1)	26 February	04 March
<input type="checkbox"/>	902	05 March	11 March
<input type="checkbox"/>	903	12 March	18 March
<input type="checkbox"/>	904	19 March	25 March
<input type="checkbox"/>	905	26 March	01 April

### Easter Break

<input type="checkbox"/>	906	16 April	22 April
<input type="checkbox"/>	907	23 April	30 April*
<input type="checkbox"/>	908	30 April	06 May
<input type="checkbox"/>	909	07 May	13 May
<input type="checkbox"/>	910	14 May	20 May
<input type="checkbox"/>	911	21 May	27 May
<input type="checkbox"/>	912	28 May	03 Jun

### Mid Year Break

<input type="checkbox"/>	#913(Wk1Sem2)	23 July	29 July
<input type="checkbox"/>	914	30 July	05 August
<input type="checkbox"/>	915	06 August	12 August
<input type="checkbox"/>	916	13 August	19 August
<input type="checkbox"/>	917	20 August	26 August
<input type="checkbox"/>	918	27 August	02 September
<input type="checkbox"/>	919	03 September	09 September
<input type="checkbox"/>	920	10 September	16 September
<input type="checkbox"/>	921	17 September	23 September

### Mid Sem Break

<input type="checkbox"/>	922	01 October	08 October*
<input type="checkbox"/>	923	08 October	14 October
<input type="checkbox"/>	924	15 October	21 October
<input type="checkbox"/>	925	22 October	28 October

### End Year Break

**Book 3 or more ads in one booking and receive 10% discount.** (Conditions Apply)

\* Issue distributed on Thursday, due to Public Holiday.  
# Issue loading of 10% added to final invoice amount excluding gst.

## Contact Details

Students' Representative Council University of Sydney  
Tina Kao or Amanda Le May  
Ph 02 9660 5222 Fax 02 9660 4260  
Level 1, Wentworth Bldg G01, City Road  
University of Sydney, NSW 2006  
email: [publications.manager@src.usyd.edu.au](mailto:publications.manager@src.usyd.edu.au)

## Sizes

Tick	Size	Width	Depth	Base Cost	Incl. gst
<input type="checkbox"/>	Full	255mm	375mm	\$704.00	\$774.40
<input type="checkbox"/>	Full Bleed*	275mm	395mm	\$715.00	\$786.50
<input type="checkbox"/>	Half	127mm	375mm	\$363.00	\$399.30
<input type="checkbox"/>	Half Horiz.	255mm	187mm	\$363.00	\$399.30
<input type="checkbox"/>	Quarter	127mm	187mm	\$231.00	\$254.10
<input type="checkbox"/>	Quarter Horiz.	255mm	94mm	\$231.00	\$254.10
<input type="checkbox"/>	Eighth	63mm	187mm	\$143.00	\$157.30
<input type="checkbox"/>	Sixteenth	63mm	94mm	\$77.00	\$84.70
<input type="checkbox"/>	Insertion** single sheet up to A4 size			\$935.00	\$1028.50

\* Allow 5mm bleed on full bleed artwork.

\*\* Advertiser to provide insertions by ad deadline date.

We are a non-profit newspaper, we do no pay agency commission.

## Additional specifications

Tick Position cost (add to base cost)

<input type="checkbox"/>	Back cover	+25%
<input type="checkbox"/>	Inside cover	+20%
<input type="checkbox"/>	Page 5	+20%
<input type="checkbox"/>	Right hand page	+10%

Tick Colour cost excl. gst (add to base cost)

<input type="checkbox"/>	Full colour	\$495
<input type="checkbox"/>	Spot colour	\$165

Tick Artwork cost excl. gst (add to base cost)

<input type="checkbox"/>	Design/prepress	\$66/hour (minimum 1 hour)
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## Issue Loading

Issues 900, 901 & 913 add 10% to final invoice amount excl. gst.

## Advertiser Details

First name \_\_\_\_\_

Surname \_\_\_\_\_

Company name \_\_\_\_\_

Company ABN \_\_\_\_\_

Telephone \_\_\_\_\_

Mobile \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

Post Code \_\_\_\_\_