

THE INDEPENDENT VOICE OF THE UNIVERSITY OF CHICAGO

chicago weekly

CHICAGO WEEKLY.NET

SEPTEMBER 25, 2008

BEST OF THE SOUTH SIDE

NEW CITY *Boutiqueville: guide to Chicago's fashion wonderland*
My Bloody Valentine returns to life
Clubs, Food, Theater, Dance, Film + more

Chicago Weekly (CW) knows the University of Chicago and its Hyde Park neighborhood inside and out. With smart features, provocative commentary and comprehensive arts coverage, CW appeals to an audience of active, intelligent and interested students and faculty as well as the thriving South Side community that they call home. And don't forget that CW is published by Newcity, one of Chicago's premier citywide publications, so that you're guaranteed to find within CW's covers a smart style that matches its lively substance. Take a look at CW to see why it's the freshest independent student newspaper around.

Closing Deadlines

Space must be reserved by Friday at noon for the following week's edition. Payment and design materials must also be received by Friday. Designed ads sent via email can be accepted until Monday at noon; special issues have earlier deadlines for space, materials and payment. Any advertiser that does not meet reservation and material deadlines is subject to a production late fee.

Payment is required by Friday prior to publication. Make checks payable to Newcity Communications, Inc. Visa, MasterCard and American Express accepted. All advertising must be paid in advance unless a credit application is submitted and approved by the business department.

Ad Position

CW tries to organize ads in a logical fashion and to accommodate specific advertiser requests. However, due to layout limitations, non-standard size ads often cannot meet advertiser requests. Premium placement, when available, can be guaranteed for a 20% premium.

Color

Cost and availability based on inventory. Please consult your advertising representative regarding adding color to your ad.

Production Notes

Ads sent by email should be sent as a pdf. If an ad is not sent as a pdf, it must conform to Macintosh software. Include all fonts (printer and screen) and images (jpeg/eps/tiff), online graphics are unacceptable. Ads larger than three megabytes may not always download accordingly. Newcity/CW is not held accountable for file transfer corruption.

Newcity/CW provides complimentary design for standard black and white ads. Any additional production, such as photo and film processing, must be charged an additional fee.

Errors

Advertisers are responsible for proofing their display advertisements. Newcity/CW is not responsible for typographical errors in line ads after the first week of publishing.

Liability

By advertising, you and your agency represent that your material is properly authorized and that any consents have been obtained. By advertising, you and your agency jointly and severally indemnify Newcity Communications, Inc./CW and all of its employees against all legal claims, actions and expenses. We reserve the right to reject any material we deem inconsistent with our standards.

2008-2009

Size	10"W X 11.5"H	10"W X 5.64"H or 5"W X 11.5"H	5"W X 5.64"H	5"W X 2.75"H or 2.25"W X 5.64"H	2.25"W X 2.75"H
Open	Full page	1/2 page	1/4 page	1/8 page	1/16 page
5x	\$500	\$300	\$185	\$125	\$85
10x	\$450	\$270	\$167	\$113	\$77
20x	\$425	\$255	\$157	\$106	\$72
30x	\$350	\$210	\$130	\$88	\$60
	\$300	\$180	\$111	\$75	\$51

Insert-full run

\$75/M

Premium placement, when available: 20%

CW Publishing Schedule 2008-09

Fall Quarter:	September 25 (Orientation Issue) October 2, 9, 16, 23, 30 November 6, 13, 20, 27 December 4
Winter Quarter:	January 8, 15, 22, 29 February 5, 12, 19, 26 March 5, 12
Spring Quarter:	April 2, 9, 16, 23, 30 May 7, 14, 21, 28 June 4