

Marlborough School -- *The UltraViolet*

Official Ad Rates 2012

Circulation: 800

Class	Shape	Minimum Size*	Single Issue	Multiple Issues	Six issues
Small	Horizontal	Business card size 3.22" x 2.42" (4x3 prop.)	\$50	\$45 per	\$240
Medium	Square	3.88" x 3.88"	\$75	\$70 per	\$390
	Horizontal	3.92" x 2.95" (4x3 prop.)			
	Vertical	3.18" x 4.24" (3x4 prop.)			
Flyer	Horizontal/Vertical	8.5" x 11"	\$125	\$120 per	\$530

* In some cases ads will be modestly increased in size to fit the particular column layout for a page. Sizes have been chosen based on the best fits for our column layouts.

- We will publish six issues. They will go out in early October, mid-November, early January, mid-February, March, and late May.
- Payment is due prior to publication, with checks made out to Marlborough School and mailed to the attention of *The UltraViolet* at:

Marlborough School
250 South Rossmore
Los Angeles, CA, 90004

- Ad copy should be received two weeks ahead of the issue date (with the exception of the first issue). Rectangular ads should match the dimensions for the ad size selected, or the ad will have to be reduced to fit the dimensions. We are happy to help you create or size ad copy!

* We receive between 200-300 hits a day on our website, www.theultraviolet.com, which features original online content across four news blogs and numerous opinion columns written by students. We also have original video and audio slideshow content.

- For only \$30 a week, you can purchase an ad that remains in the sidebar of all pages of our website, sitting just under the most recent posts list to the right of each post and on the home page.
- Online ads should be 300 pixels across and sent in as a jpg or pdf.

For more info, please don't hesitate to contact Paris '14, business manager of *The UltraViolet*, at parissanders14@marlboroughschool.org or uvarticles@gmail.com.

