The Bulletin is the University of Manitoba’s newspaper of record, delivered by direct mail to academic, administrative and support staff and retirees, alumni, post-secondary institutions, government offices, news media, and friends of the university.

The Bulletin can be viewed online at umanitoba.ca/bulletin.

Publication schedule: Every other week from September to May, monthly in December and January. Monthly during summer months

Circulation: 6,700 copies

Deadline: For bookings and artwork is the Wednesday, one week prior to publication

To reserve your ad, contact: Bulletin Editor

phone: 474-8111, fax: 474-7631, E-mail: bulletin@umanitoba.ca

137 Education Building Winnipeg, Manitoba R3T 2N2

Rates effective January 1, 2012

Rates (university community) and sample sizes:
Display ads should be provided in jpeg (200 dpi) or pdf format.
If you would like us to design your display ad, a minimum cost of $40 will be charged.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Ad cost</th>
<th>Size (inches)</th>
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<tbody>
<tr>
<td>Full page</td>
<td>$700.00</td>
<td>10.25&quot; x 15.5&quot;</td>
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<tr>
<td>Half page</td>
<td>$375.00</td>
<td>10.25&quot; x 7.75&quot;</td>
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<tr>
<td>Third page</td>
<td>$300.00</td>
<td>10.25&quot; x 5.25&quot;</td>
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<td>Quarter page</td>
<td>$200.00</td>
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<tr>
<td>Eighth page</td>
<td>$120.00</td>
<td>5&quot; x 4&quot;</td>
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<tr>
<td>Sixteenth page</td>
<td>$ 60.00</td>
<td>5&quot; x 2&quot;</td>
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Column widths: 1 column=2.45" 2 columns=5" 3 columns=7.65" 4 columns=10.25"

There will be a $100 surcharge for the use of colour.

Advertiser Frequency discount: All issues, 20 per cent discount. 10 or more issues, 15 per cent discount. 3 or more issues, 10 per cent discount.

Inserts: Please inquire about rates. Deliver to printer by the preceding Friday of each edition.

Ads should be e-mailed to bulletin@umanitoba.ca
## 2012-2013 SCHEDULE

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<tr>
<th>Publication Date</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>July 12</td>
<td>July 4</td>
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<tr>
<td>August 9</td>
<td>August 1</td>
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</tbody>
</table>

### Summer schedule (monthly)
- July 12
- August 9

### Fall schedule
- September 13
- September 27
- October 11
- October 25
- November 8
- November 22
- December 6

### Winter break
- January 17
- February 7
- February 21
- March 7
- March 21
- April 4
- April 18
- May 2

*three week gap*

- May 23

*two week gap*

- June 6

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<th>Quarter page</th>
<th>Sixteenth page</th>
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<td>5&quot; x 7.75&quot;</td>
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### Mechanical requirements
Artwork should be supplied electronically in either JPEG (200 dpi), or PDF format.

### Distribution
The Bulletin is direct mailed to over 4,500 faculty, support staff and senior graduate students. Over 700 copies are mailed to community leaders, politicians and retired faculty and staff. An additional 1,000 copies are distributed on the Fort Garry and Bannatyne campus where they are read by students and the general public.

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