

Honi Soit

Australia's only weekly student newspaper. News, culture and satire since 1929.
Published by the Students' Representative Council, University of Sydney

www.honisoit.com



Authorised by the SRC President.

About *Honi Soit* newspaper

Honi Soit has been published by the Students' Representative Council, University of Sydney since 1929 and has a proud reputation of being the most vibrant and prestigious student publication in Australia. It has an illustrious alumni of student editors who have gone on to become well known faces in the media and in public life.

Honi Soit is a tabloid sized weekly, produced during semesters (26 editions per year). It has a print run of 3000 (4000 for 13 out of 26 editions, at beginning and ending weeks of semester) and is distributed free at over 62 locations on Sydney University campuses including main campus, Faculty of Nursing, Camperdown; Sydney College of the Arts, Rozelle; Conservatorium of Music, and Cumberland College of Health Sciences. This includes newspaper stands in foyers, cafes, faculty desks and libraries.

Published weekly during semester (26 editions per year)
Tabloid size newspaper - distributed free

Target the student market

There are over 45000 students and nearly 10000 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.

www.honisoit.com

Honi Soit is online! **(Average UV's per edition: 3 500 - 6 000)**

Print display ads will feature in the online ebook of the print edition, published on our website as well as in the printed copies.

Leaderboard banner ads (728 x 90px, or 970 x 90px) are available. Your ad will feature at the top of every page of the site and be displayed exclusively for 1 full week, including click through to your site.

Social media

Facebook: www.facebook.com/honisoitsydney (over 7 600 followers)
Twitter: @honi_soit (over 4 500 followers)

We post feature articles and breaking news approximately 3 times each week and link through to the *Honi Soit* website.

A selection of *Honi Soit* covers



Online advertising

Leaderboard banner ads (728 x 90px, or 970 x 90px) are available. Your ad will feature at the top of every page of the site and be displayed exclusively for 1 full week, including click through to your site.

Leaderboard banner ad

970 x 90 pixels

(728 x 90 px also available)

TO BOOK AN ADVERTISEMENT: Please fill out this form and email or fax by 10am on ad deadline date. Your booking will be processed and an invoice will be sent back to you. **All invoices must be paid by 2pm on the ad deadline date.** Payment details will be on your invoice.

ADVERTISER DETAILS

First name _____

Surname _____

Company name _____

Company ABN _____

Telephone _____

Mobile _____

Fax _____

Email _____

Address _____

Post Code _____

PRODUCTION SPECIFICATIONS

Artwork to be supplied by email by 2pm on ad deadline date.

Mono advertisements:

File formats accepted: PDF or TIFF. Mode: Greyscale. Resolution 300dpi.

Full colour advertisements:

File formats accepted: PDF or TIFF. Mode: CMYK. Resolution 300dpi.

*Add 5mm Bleed to full page artwork.

Web Banners: (970 x 90 pixels, or 728 x 90 pixels)

File Formats: JPG, PNG or GIF. Mode: RGB. Resolution 72dpi.

Include a click-through URL for your campaign.

Files will be placed in *Honi Soit* as supplied. Any errors in preparation or content are the advertiser's responsibility. Additional artwork preparation fees will apply if adjustments are required.

CONTACT DETAILS

Amanda Le May and Mickie Quick, Publications Managers
Students' Representative Council, University of Sydney
Level 1, Wentworth Bldg G01, City Road, University of Sydney, NSW 2006
Ph: 02 9660 5222 Fax: 02 9660 4260
email: publications.manager@src.usyd.edu.au

PRODUCTION SCHEDULE 2017

Tick	Issue No.	Ad Deadline	Issue Date
<input type="checkbox"/>	1700 (0-week edition)	23 February	01 March
<input type="checkbox"/>	1701	02 March	08 March
<input type="checkbox"/>	1702	09 March	15 March
<input type="checkbox"/>	1703	16 March	22 March
<input type="checkbox"/>	1704	23 March	29 March
<input type="checkbox"/>	1705	30 March	05 April

Mid Semester Break

<input type="checkbox"/>	1706	20 April	27 April [†]
<input type="checkbox"/>	1707	27 April	04 May [†]
<input type="checkbox"/>	1708	04 May	10 May
<input type="checkbox"/>	1709	11 May	17 May
<input type="checkbox"/>	1710	18 May	24 May
<input type="checkbox"/>	1711	25 May	31 May
<input type="checkbox"/>	1712	01 June	07 June

Mid Year Break

<input type="checkbox"/>	1713	27 July	02 August
<input type="checkbox"/>	1714	03 August	09 August
<input type="checkbox"/>	1715	10 August	16 August
<input type="checkbox"/>	1716	17 August	23 August
<input type="checkbox"/>	1717	24 August	30 August
<input type="checkbox"/>	1718 (Election edition)	31 August	06 September
<input type="checkbox"/>	1719	07 September	13 September
<input type="checkbox"/>	1720	14 September	20 September

Mid Semester Break

<input type="checkbox"/>	1721	28 September	4 October [†]
<input type="checkbox"/>	1722	05 October	11 October
<input type="checkbox"/>	1723	12 October	18 October
<input type="checkbox"/>	1724	19 October	25 October
<input type="checkbox"/>	1725	26 October	01 November

SIZES

Tick	Size	Width	Height	Base Cost	Incl. gst
<input type="checkbox"/>	Full Page *	275mm	385mm	\$816	\$897.60
<input type="checkbox"/>	Half	118.5mm	359.5mm	\$440	\$484.00
<input type="checkbox"/>	Half Horiz.	242mm	177mm	\$440	\$484.00
<input type="checkbox"/>	Quarter	118.5mm	177mm	\$280	\$308.00
<input type="checkbox"/>	Quarter Horiz.	242mm	86mm	\$280	\$308.00
<input type="checkbox"/>	Eighth	57mm	177mm	\$173	\$190.30
<input type="checkbox"/>	Sixteenth	57mm	86mm	\$93	\$102.30
<input type="checkbox"/>	Insertion **	single sheet up to A4 size		\$982	\$1080.20

ADDITIONAL SPECIFICATIONS

Tick	Position	cost (add to base cost)			
<input type="checkbox"/>	Back cover	+25%	<input type="checkbox"/>	Page 5	+20%
<input type="checkbox"/>	Inside cover	+20%	<input type="checkbox"/>	Right hand page	+10%

Tick	Colour	cost excl. gst (add to base cost)			
<input type="checkbox"/>	Full colour (print ads are mono black unless this option is added)	\$200			

Tick	Artwork	cost excl. gst (add to base cost)			
<input type="checkbox"/>	Design/prepress	\$80/hour (minimum 1 hour)			

ONLINE ADVERTISING - www.honisoit.com

Tick	Size	Width	Depth	Base Cost	Incl. gst
<input type="checkbox"/>	Banner	728px	90px	\$350	\$385
<input type="checkbox"/>	Banner	970px	90px	\$350	\$385

DISCOUNTS AVAILABLE (More than one discount may apply)

- Local small business 10%
- Not-for-profit organisation 10%
- Offering discounts to students 10%
- 3 or more ads in one booking 10%

Please indicate intention to pay by credit card. A credit card surcharge of 2% applies. Payment by EFT does not incur a surcharge. Payment details will be listed on your invoice.

* Allow 5mm bleed on full page artwork. ** Advertiser to provide insertions to Spotpress by ad deadline date.

[†] Issue distributed on Thursday, due to public holiday.

Honi Soit is a non-profit newspaper, and does not pay agency commission.

Information current 21/2/17

A visual guide to ad sizes

