

# Honi Soit

Australia's only weekly student newspaper. News, culture and satire since 1929.

Published by the Students' Representative Council, University of Sydney

[honisoit.com](http://honisoit.com)



**src** activism  
advocacy  
representation

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## 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 2 000 and is distributed free at over 62 locations on Sydney University campuses including main campus, and the Conservatorium of Music. This includes newspaper stands in foyers, cafes, faculty desks and libraries.

**Published weekly during semester (2000 copies, 26 editions per year)**  
**Tabloid size newspaper, full colour throughout, distributed free.**

## Target the student market

There are over 45 000 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.

## honisoit.com

Honi Soit is online! (Average UV's per edition: 16 000)

**Leaderboard banner ads (970 x 90 px for desktop and 360 x 140 px for mobile)** 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.

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

## Social media

**Facebook:** /honisoitsydney (over 16 500 followers)

**Twitter:** @honi\_soit (over 7 200 followers)

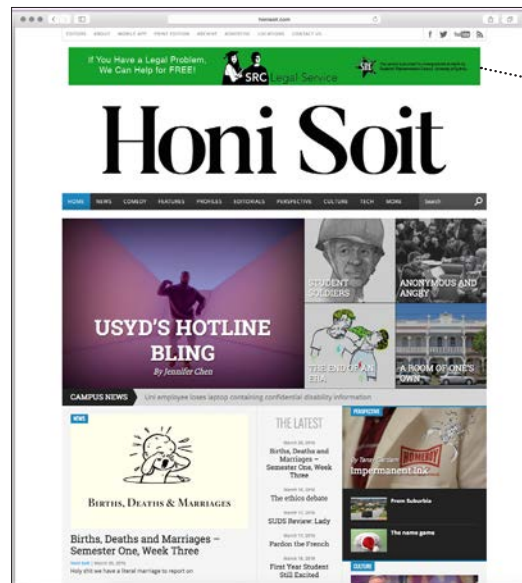
We post feature articles and breaking news approximately 5 times each week and link through to the Honi Soit website.

## A selection of Honi Soit covers



## Online advertising

**Leaderboard banner ads (970 x 90 px for desktop and 360 x 140 px for mobile)** 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.



## TO BOOK AN ADVERTISEMENT:

Please fill out this form and email 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.

### Print ads:

File formats: PDF, TIFF, JPEG, PNG or EPS.

Mode: CMYK. Resolution: 300dpi. \*Add 5mm Bleed to full page artwork.

### Web banner ads: (970 x 90 px desktop, and 360 x 140 px mobile)

Provide 2 files for each web banner booking, desktop and mobile sizes above.

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 of 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 | email: publications.manager@src.usyd.edu.au

## PRODUCTION SCHEDULE 2024

Tick	Issue #	Ad deadline (WED prior)	On stands (WED)
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<input type="checkbox"/>	2400 (Welcome-Week)	7 Feb	14 Feb
<input type="checkbox"/>	2401 (Wk 1, Sem 1)	14 Feb	21 Feb
<input type="checkbox"/>	2402 (Wk 2, Sem 1)	21 Feb	28 Feb
<input type="checkbox"/>	2403 (Wk 3, Sem 1)	28 Feb	6 Mar
<input type="checkbox"/>	2404 (Wk 4, Sem 1)	6 Mar	13 Mar
<input type="checkbox"/>	2405 (Wk 5, Sem 1)	13 Mar	20 Mar
<input type="checkbox"/>	2406 (Wk 6, Sem 1)	20 Mar	27 Mar

### Mid Semester Break (1-5 April)

<input type="checkbox"/>	2407 (Wk 7, Sem 1)	3 Apr	10 Apr
<input type="checkbox"/>	2408 (Wk 8, Sem 1)	10 Apr	17 Apr
<input type="checkbox"/>	2409 (Wk 9, Sem 1)	17 Apr	24 Apr
<input type="checkbox"/>	2410 (Wk 10, Sem 1)	24 Apr	1 May
<input type="checkbox"/>	2411 (Wk 11, Sem 1)	1 May	8 May
<input type="checkbox"/>	2412 (Wk 12, Sem 1)	8 May	15 May
<input type="checkbox"/>	2413 (Wk 13, Sem 1)	15 May	22 May

### Mid Year Break (27 May - 29 July)

<input type="checkbox"/>	2414 (Wk 1, Sem 2)	26 July	31 July
<input type="checkbox"/>	2415 (Wk 2, Sem 2)	31 July	7 Aug
<input type="checkbox"/>	2416 (Wk 3, Sem 2)	7 Aug	14 Aug
<input type="checkbox"/>	2417 (Wk 4, Sem 2)	14 Aug	21 Aug
<input type="checkbox"/>	2418 (Wk 5, Sem 2)	21 Aug	28 Aug
<input type="checkbox"/>	2419 (Wk 6, Sem 2)	28 Aug	4 Sept
<input type="checkbox"/>	2420 (Wk 7, Sem 2)	4 Sept	11 Sept
<input type="checkbox"/>	2421 (Wk 8, Sem 2)	11 Sept	18 Sept
<input type="checkbox"/>	2422 (Wk 9, Sem 2)	18 Sept	25 Sept

### Mid Semester Break (30 Sept - 4 Oct)

<input type="checkbox"/>	2423 (Wk 10, Sem 2)*	2 Oct	10 Oct†
<input type="checkbox"/>	2424 (Wk 11, Sem 2)	9 Oct	16 Oct
<input type="checkbox"/>	2425 (Wk 12, Sem 2)	16 Oct	23 Oct

## 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 excl. gst (add to base cost)
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<input type="checkbox"/>	Back cover +25%	<input type="checkbox"/>	Right hand page +10%
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Tick	Artwork	cost excl. gst (add to base cost)
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<input type="checkbox"/>	Design/pre-press	\$80/hour (minimum 1 hour)
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## ONLINE ADVERTISING - honisoit.com

Tick	Size	Width	Depth	Base Cost	Incl. gst
<input type="checkbox"/>	Banner (desktop)	970px	90px	\$350	\$385
<input type="checkbox"/>	Banner (mobile)	360px	140px		

## DISCOUNTS AVAILABLE (More than one discount may apply)

<input type="checkbox"/>	Local small business	10%
<input type="checkbox"/>	Not-for-profit organisation	10%
<input type="checkbox"/>	Offering discounts to students	10%
<input type="checkbox"/>	3 or more ads in one booking	10%

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 earlier that week.

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

## A visual guide to ad sizes

