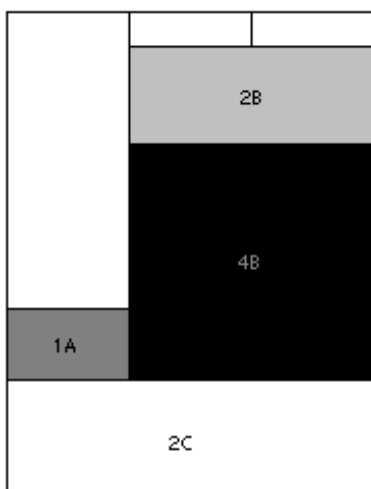


# Obiter ♦ Dicta

## ADVERTISING RATES & FORM

AD STYLE		A	B	C
	HEIGHT \ WIDTH	1 COLUMN (3 in)	2 COLUMN (6.35 in)	3 COLUMN (9.65 in)
1	2 in	\$45	\$85	\$120
2	3 in	\$65	<b>\$125</b>	<b>\$180</b>
3	4 in	\$80	\$155	\$225
4	HALF PAGE 6.75 in	\$110	<b>\$210</b>	<b>\$300</b>
5	FULL PAGE 13.375 in	\$200	\$380	\$540
6	HALF BACK PAGE 6.75 in	\$170	\$320	\$450
7	FULL BACK PAGE 13.375 in	\$250	\$475	\$675



### MOST POPULAR SIZES

Display size – 2B	\$125
Prestige – 4B	\$210
Banner Ad – 2C	\$180
Half Page – 4C	\$300

Ad rates also include the electronic version of each issue on the Obiter Dicta web page. Please email us if interested in banner advertising on the site.

We accept colour ads at an additional flat fee of \$80 per ad.

**Please Note:** Approximate sizes are pictured. Placement of ads in a particular issue, with the exception of Ad Styles 6 and 7, is not fixed unless specifically requested.

# Obiter Dicta

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## ADVERTISING RATES & FORM

### DISCOUNTS

7 to 13 Issues	10% off the price of the entire order
14 Issues (Full Academic Year)	15% off the price of the entire order

### NEWSPAPER SUBSCRIPTIONS

At the end of the academic year, the *Obiter Dicta* will mail you the hard copy of every issue in which your ads appeared. \$60 will be charged to cover administrative and mailing costs.

This subscription fee, however, is waived if your total order is \$600 or more (before discounts are applied).

### CONTACT US

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[obiterdicta@osgoode.yorku.ca](mailto:obiterdicta@osgoode.yorku.ca)

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# Obiter ♦ Dicta

## ADVERTISING RATES & FORM

Please place an 'X' beside each week (corresponding with the publication dates) in which you wish to buy an ad placement, and fill out the Ad Style you wish to use as per the table on the first page. For instance, a 1-column, 2-inch ad is style 1A. An invoice will be sent to you upon receipt of your order.

Please submit your ads in PDF format to [obiterdicta@osgoode.yorku.ca](mailto:obiterdicta@osgoode.yorku.ca) along with a copy of this completed form. Ads can be changed during the course of the year if necessary.

If you have any questions, please feel free to contact Vincent Neil Ho or Anthony Choi, Business Managers, at the above email address.

We look forward to your support this year!

Sincerely,  
*Obiter Dicta*

### FALL

DATE	ISSUE	AD STYLE
Sept 7	1	
Sept 20	2	
Oct 4	3	
Oct 18	4	
Nov 1	5	
Nov 15	6	
Nov 29	7	

### WINTER

DATE	ISSUE	AD STYLE
Jan 10	8	
Jan 24	9	
Feb 7	10	
Feb 28	11	
Mar 7	12	
Mar 21	13	
Apr 4	14	

Firm Name: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_