

**Fast Facts:**

- In circulation since 1966
- Weekly Publication
- Reaching over 4000 students each week
- Distributed at the Fennell, Stoney Creek, IAHS (McMaster), and Brantford Campuses
- Distributed to students **FREE** of charge
- Tabloid layout
- **Regular sections:**
  - News
  - Sports
  - Entertainment
  - Opinion

**The Satellite does not charge for a placement fee**

**Contact Us:**

**Adline Advertising**  
 135 Fennell Ave W  
 Room G108H  
 Hamilton, ON L89 3T2

Phone: 905-575-1212 x 3083  
 Fax: 905-575-2385  
 adline@mohawkcollege.ca

www.SATELLITEonline.ca

**2010/2011 Publication Dates:**

<b>Publication Date:</b>	<b>Artwork Deadline:</b>
<i>*bold dates represent Wed publishing dates, due to Holidays</i>	
<b>September 8, 2010</b>	September 2, 2010
September 14, 2010	September 9, 2010
September 21, 2010	September 16, 2010
September 28, 2010	September 23, 2010
October 5, 2010	September 30, 2010
<b>October 13, 2010</b>	October 7, 2010
October 19, 2010	October 12, 2010
November 2, 2010	October 28, 2010
November 9, 2010	November 4, 2010
November 16, 2010	November 11, 2010
November 23, 2010	November 18, 2010
November 30, 2010	November 25, 2010
December 7, 2010	December 2, 2010
January 11, 2011	January 6, 2011
January 18, 2011	January 13, 2011
January 25, 2011	January 20, 2011
February 1, 2011	January 27, 2011
February 8, 2011	February 3, 2011
February 15, 2011	February 10, 2011
<b>February 23, 2011</b>	February 17, 2011
March 8, 2011	March 3, 2011
March 15, 2011	March 10, 2011
March 22, 2011	March 17, 2011
March 29, 2011	March 24, 2011
April 5, 2011	March 31, 2011
April 12, 2011	April 7, 2011

**TERMS AND CONDITIONS**

The ADVERTISER agrees that this agreement is non-cancelable and will place the full series of advertisements as contracted.  
**Payment is due within thirty (30) days of invoice date**

The ADVERTISER will be invoiced every thirty days or once the advertisements have appeared in a single insertion. The management of Adline reserves the right to accept, reject, or request amendments to any advertising material submitted by the advertiser for print.

The management of Adline is not responsible for any errors and/or changes made after the Ad proof has been approved by the ADVERTISER.

**DISPLAY ADVERTISING (B&W)\***

1/8 Page (5.062"w x 3.8125"t)	\$60.00
1/4 Page (5.062"w x 7.75"t)	\$105.00
1/2 Page (5.062"w x 15.625"t)	\$180.00
1/2 Page (10.25"w x 7.75"t)	\$180.00
Full Page (10.25"w x 15.625"t)	\$315.00
Banner (10.25"w x 2"t)	\$60.00
Double Page Spread	\$540.00

**DISPLAY ADVERTISING (COLOUR)\***

1/8 Page (5.062"w x 3.8125"t)	\$90.00
1/4 Page (5.062"w x 7.75"t)	\$155.00
1/2 Page (5.062"w x 15.625"t)	\$260.00
1/2 Page (10.25"w x 7.75"t)	\$260.00
Full Page (10.25"w x 15.625"t)	\$420.00
Banner (10.25"w x 2"t)	\$80.00
Double Page Spread	\$590.00

(\* submitted as camera ready pdf)

**CLASSIFIED ADVERTISEMENTS**

\* \$0.03 per character plus \$3.00

**SPONSOR A SECTION**

\* Sponsorship of a particular section costs \$735.00/year & includes a banner ad in each edition of the paper.

**FREQUENCY DISCOUNTS**

5 – 9	Insertions	5%
10 – 14	Insertions	15%
15+	Insertions	25%

- 13% HST is charged on all Advertising

