

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



src activism
advocacy
representation

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 (27 editions per year). It has a print run of 3000 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 (27 editions per year)
Tabloid size newspaper, full colour throughout, 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.

honisoit.com

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

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.

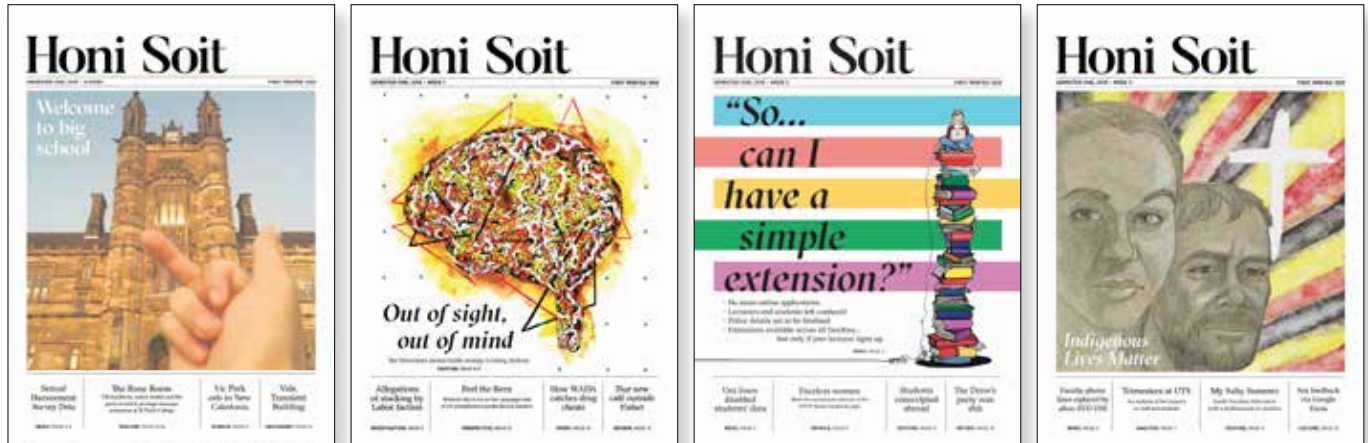
Print display ads will feature in the online ebook of the print edition, published on our website as well as in the printed copies.

Social media

Facebook: 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.

Print ads:

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

*Add 5mm Bleed to full page artwork.

Web banner ads: (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

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Ph: 02 9660 5222 Fax: 02 9660 4260
email: publications.manager@src.usyd.edu.au

PRODUCTION SCHEDULE 2018

Tick	Issue No.	Ad Deadline	Issue Date
<input type="checkbox"/>	1800 (0-week edition)	22 February	28 February
<input type="checkbox"/>	1801	01 March	07 March
<input type="checkbox"/>	1802	08 March	14 March
<input type="checkbox"/>	1803	15 March	21 March
<input type="checkbox"/>	1804	22 March	28 March

Mid Semester Break

<input type="checkbox"/>	1805	05 April	11 April
<input type="checkbox"/>	1806	12 April	18 April
<input type="checkbox"/>	1807	19 April	25 April
<input type="checkbox"/>	1808	26 April	02 May [†]
<input type="checkbox"/>	1809	03 May	09 May
<input type="checkbox"/>	1810	10 May	16 May
<input type="checkbox"/>	1811	17 May	23 May
<input type="checkbox"/>	1812	24 May	30 May
<input type="checkbox"/>	1813	31 May	06 June

Mid Year Break

<input type="checkbox"/>	1814	26 July	01 August
<input type="checkbox"/>	1815	02 August	08 August
<input type="checkbox"/>	1816	09 August	15 August
<input type="checkbox"/>	1817	16 August	22 August
<input type="checkbox"/>	1818	23 August	29 August
<input type="checkbox"/>	1819 (Election edition)	30 August	05 September
<input type="checkbox"/>	1820	06 September	12 September
<input type="checkbox"/>	1821	13 September	19 September

Mid Semester Break

<input type="checkbox"/>	1822	27 September	03 October
<input type="checkbox"/>	1823	04 October	10 October
<input type="checkbox"/>	1824	11 October	17 October
<input type="checkbox"/>	1825	18 October	24 October
<input type="checkbox"/>	1826	25 October	31 October

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

ONLINE ADVERTISING - 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.

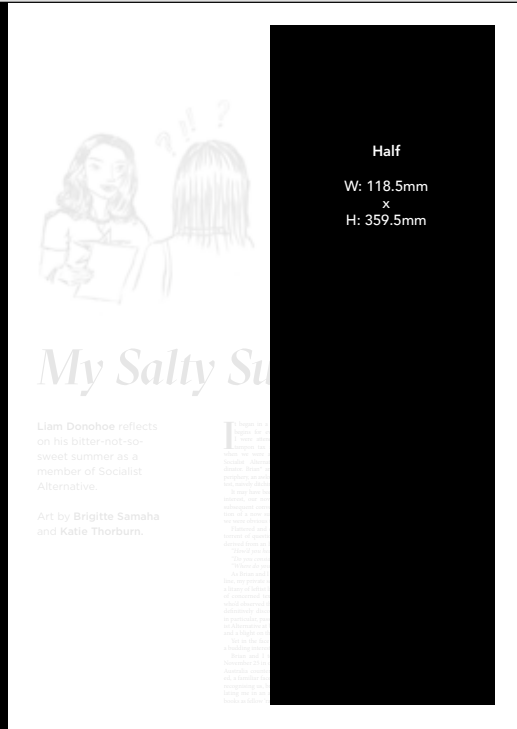
Honi Soit is a non-profit newspaper, and does not pay agency commission.

Information current 01/03/18

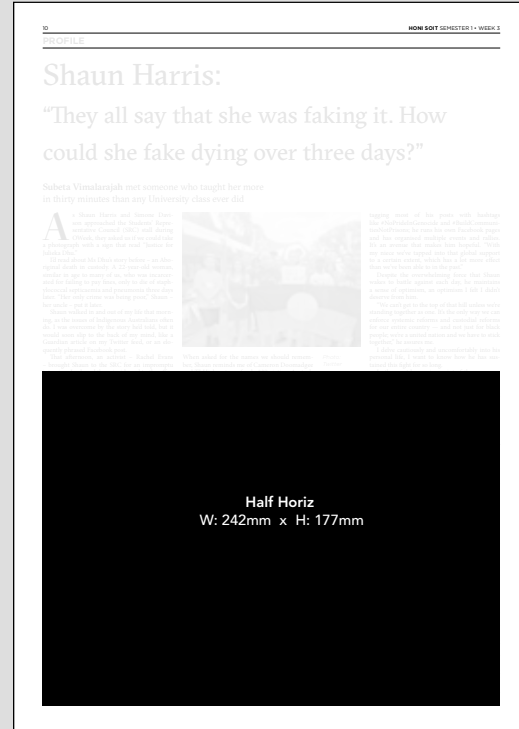
A visual guide to ad sizes



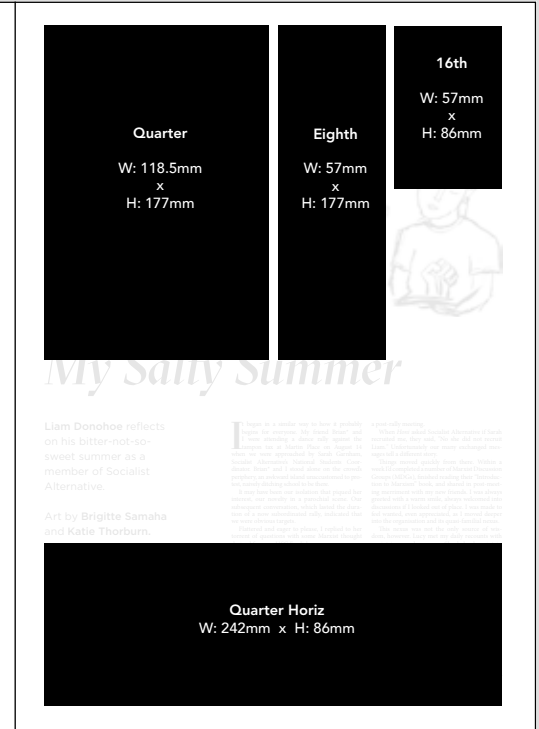
Full Page
W: 275mm x H: 385mm*
*plus 5mm bleed



Half
W: 118.5mm
x
H: 359.5mm



Half Horiz
W: 242mm x H: 177mm

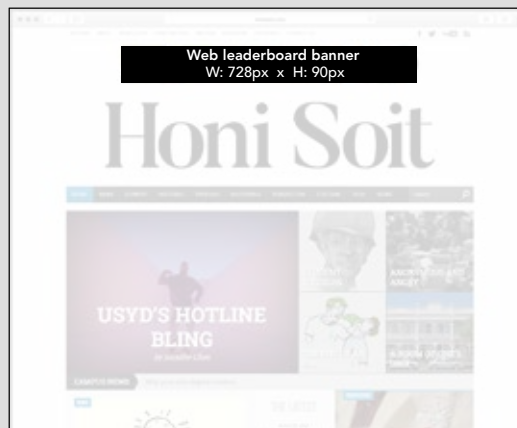


Quarter
W: 118.5mm
x
H: 177mm

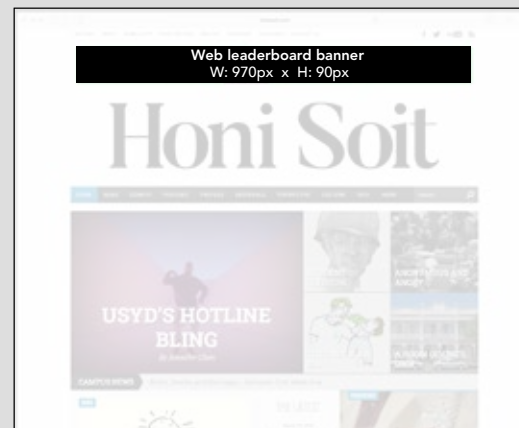
Eighth
W: 57mm
x
H: 177mm

16th
W: 57mm
x
H: 86mm

Quarter Horiz
W: 242mm x H: 86mm



Web leaderboard banner
W: 728px x H: 90px



Web leaderboard banner
W: 970px x H: 90px