

About *The Iron Warrior*

The Iron Warrior is the official newspaper of the University of Waterloo Engineering Society. We strive to provide relevant news, information, opinions and content. We capture the attention of our audience which consists of over 5,000 Engineering undergraduate students as well as faculty and staff. Complete information on the demographics of the Faculty of Engineering can be found at uwaterloo.ca/engineering/about/faculty-engineering-statistics.

On a bi-weekly basis, 2,000 copies of *The Iron Warrior* are distributed across the Waterloo and Cambridge campuses. All 2,000 copies are read -- many, more than once! With a long-standing legacy as the newspaper of Waterloo Engineering, our audience extends beyond the Waterloo campuses as many alumni also routinely read *The Iron Warrior* online. Plus, there are students on campus year-round, allowing you to reach more students all throughout the year!

Thank you for your interest, and we look forward to working with you in achieving our mutual goal of providing our audience with the information and content that matters to them!

Discounts and Surcharges

- Multiple Issue Discount (with contract): 15% of total
- Colour and Front/Back Cover Surcharge: \$200
- Specific Page Surcharge (except back cover): 10%
- Typesetting by IW Surcharge: 10% to a maximum of \$20

NOTE: All prices subject to 13% H.S.T.

The Fine Print

1. Front page ads are limited to a size of 10" x 3", or 1/5 of a page.
2. Advertisement must be submitted in camera-ready format (hardcopy and/or electronic) to *The Iron Warrior* on or before the Layout Deadlines outlined herein. Preferred file format for electronic advertisements is Adobe PDF. *The Iron Warrior* is not responsible for any errors resulting from the transmission of the advertisement.
3. If advertisements are not received in camera-ready format, *The Iron Warrior* reserves the right to design and layout the advertisement in the purchased space.
4. Any requests for changes must be made in writing prior to the Layout Deadlines outlined herein. *The Iron Warrior* cannot be responsible for errors or omissions resulting from verbal requests.
5. Any advertisement designed by *The Iron Warrior* and subsequently accepted by the advertisers will be considered camera-ready and is subject to the appropriate terms and conditions.

Contact Information



Publication Schedule

JANUARY							FEBRUARY						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				①	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28				

MARCH						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Layout Deadline (6:00 P.M.) Publication Date

Advertising Rates

Size	Dimensions	Price
Full Page	10" x 15.5"	\$346
2/3 Page	10" x 10"	\$241
1/2 Page	10" x 7.5"	\$181
1/3 Page	10" x 5"	\$125
1/4 Page	5" x 7.5"	\$105
1/5 Page	10" x 3"	\$73
1/8 Page	5" x 3.5"	\$52