

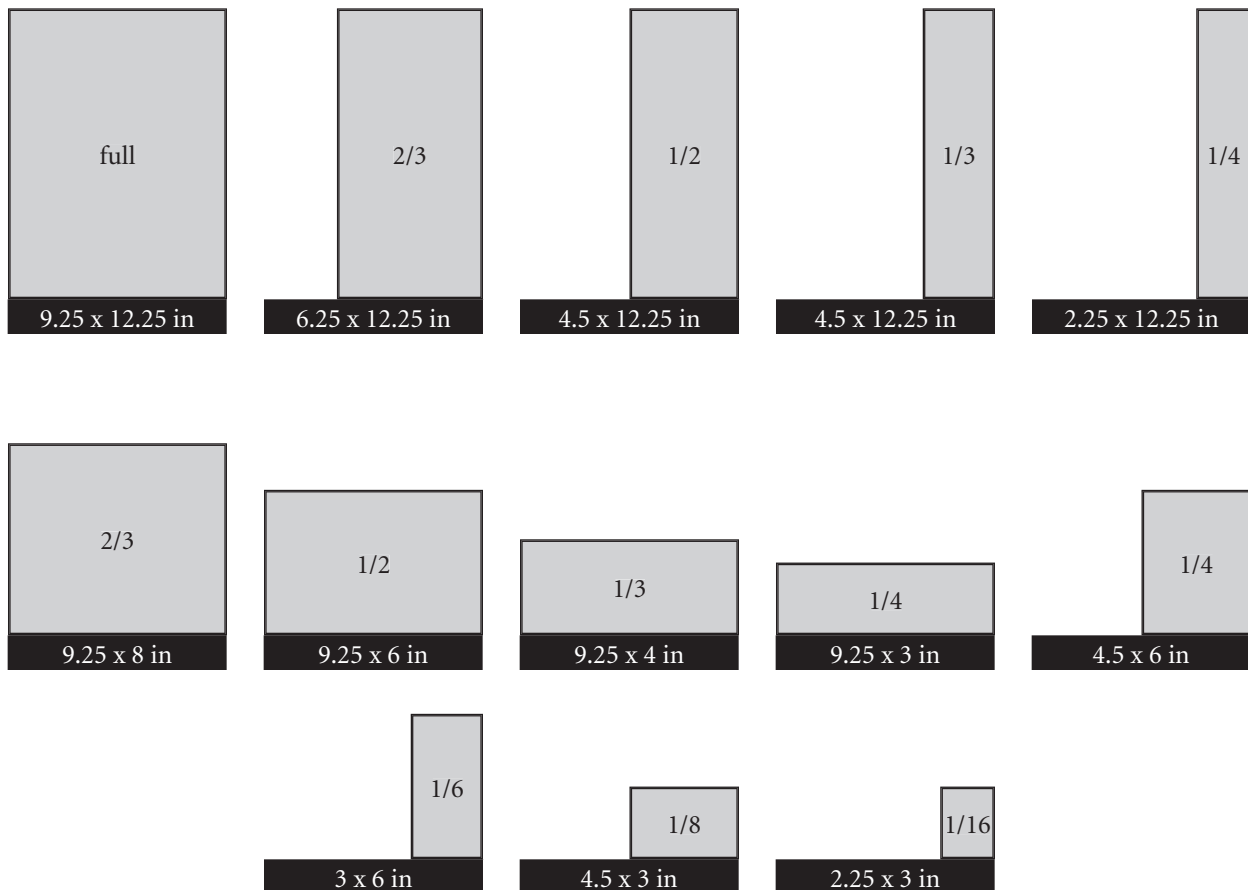


## Advertising Rates

size	1-3 issues	4-7 issues	8-11 issues	12+ issues
1/16	\$30	\$28.50	\$27	\$24
1/8	\$50	\$47.50	\$45	\$40
1/6	\$70	\$66.50	\$63	\$56
1/4	\$90	\$85.50	\$81	\$72
1/3	\$120	\$114	\$108	\$96
1/2	\$160	\$152	\$144	\$128
2/3	\$200	\$190	\$180	\$160
full page	\$250	\$237.50	\$225	\$200
back cover	\$300	\$285	\$270	\$240

Price is per week. All advertising in *The Declaration* is printed in black and white. University CIOs (Contracted Independent Organizations), the University of Virginia and other Non-Profit Organizations receive a 20% discount on all advertising. Contact the Business Manager for more details.

## Relative Advertising Sizes





## The Magazine

*The Declaration* is the University of Virginia's premier weekly news magazine. Covering news and cultural events both around Grounds and around the world, the *Dec*—as it is fondly known—is read by students, faculty and the general community alike.

Feature articles in the *Dec* tackle political and social issues on the local, national and global scale. Our style varies from hard news to humorous travelogues and biting satire about the University. Frontline provides commentary on recent events that go unnoticed in the national media. Our columns, written by students each week, provide a unique take on University and daily life.

Our culture section, Scene, is expanding to review music (both local and national), new books, films and art installations in town. Scene will remain dedicated to exposing music and other art that would otherwise slip underneath the radar.

Our audience isn't the same as the *Cavalier Daily*, or any other magazine in town. Educated, affluent and off-beat, the *Dec* reaches an influential group of students and locals who search for the cutting-edge trends in Charlottesville. We also reach the new students who haven't yet ventured out into the world off-Grounds, but know there's more out there than New Dorms and the Lawn.

## Our History

*The Declaration* has a long and proud tradition at the University of Virginia. It was founded in 1973 by a trio of students who wanted an alternative forum for students and others to voice their opinion. Started to question and poke fun at the traditions of the University, the *Dec* has become an institution itself. We are proud to have served the University community for thirty-four years.

The *Dec* remains as committed to its original mission as when it was first founded. Nowadays, we're a forum for University

students, professors and local writers to express their opinions. Each new staff reinvents the magazine, so it stays fresh. Each issue, every issue.

The *Dec* is entirely student-run, and is a contracted independent organization (CIO) at U.Va. Our staff—the thirty-four—is extraordinarily dedicated, putting together a professional magazine week after week while balancing classes and the occasional part-time job.

## Awards

Last year, *The Declaration* won two of the 2005 Campus Independent Journalism Awards, given out by the Independent Press Association's Campus Journalism Program. Our joke issue from last Fall, "Teen Persons," won in the Humor category for its "incisive parody of commercial culture." Sloane Kuney's article,

"Queer Comes the Bride," won the GLBT Coverage award for her deconstruction of the gay marriage debate.

As the *Dec* continues to grow over the next year, we look forward to continuing our winning tradition of journalism and humor.

## Circulation and Distribution

*The Declaration* has a circulation of 5,000 issues a week, reaching everyone from students in lecture halls to Charlottesville's coffee shop denizens.

Mostly, the *Dec* targets the University, with stands in buildings, bus shelters, and sidewalks. We have recently expanded circulation to the Corner and Downtown mall and will be expanding to other Charlottesville locales in the spring.



## Calendar of Publication

	production deadline (4 p.m.)	cover date
<p><i>The Declaration</i> publishes about 12 issues a semester, depending upon the school calendar. One issue each semester is a “joke issue,” parodying the <i>Cavalier Daily</i> in the spring and another publication in the fall.</p> <p><i>The Declaration</i> is printed most Thursdays throughout the school year, with breaks around school holidays and during examination periods. The decision for which weeks to skip is not made until the staff returns to Charlottesville, but the most likely skip dates are marked with a double asterisk.</p> <p>The deadline for pre-designed ads for each issue is the preceding Tuesday at four p.m.</p> <p>**Likely weeks for skipped issues</p>	17 January	19 January**
	24 January	26 January
	31 January	2 February
	7 February	9 February
	14 February	16 February
	21 February	23 February
	28 February	2 March**
	14 March	16 March**
	21 March	23 March
	28 March	30 March
	4 April	6 April
	11 April	13 April
	18 April	20 April
	25 April	27 April
	2 May	4 May**

## Design and Payment

If you choose, The Declaration’s graphics team will design your advertisement for you. Graphics (such as logos) should be emailed to [business@the-declaration.com](mailto:business@the-declaration.com) by four p.m. the preceding Sunday. They should be saved as high resolution .tif or Photoshop files. Other images may result in poor quality and dissatisfaction.

If you already have an advertisement design that you would like to use in the Dec, email or give it to your representative by Tuesday at 4 p.m.. Computer files should be high resolution, and saved as a Portable Document Format (PDF), a Tagged Infor-

mation Format File (TIFF), or a Photoshop file (PSD). Again, other formats could result in poor print quality.

Payments are due 30 days after the advertisement runs, based on the cover date. For advertising runs of multiple weeks, billing will be monthly, with the due date 30 days after the first issue of the month. Outstanding payments will be subject to a 20% late fee.

A misprinted or missed run will be reimbursed by an additional free printing.

## Contact Information

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### Lauren Tilton

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